

Innovation & Entrepreneurship

AT COLUMBIA COLLEGE



Develop an entrepreneurial mind & recognize how innovation helps businesses be competitive. Explore new business ideas & learn how to transform opportunities into financial, cultural, or social value.

Potential career paths

- ▶ Business Ownership
- ▶ Development & Fundraising
- ▶ Event Planning
- ▶ Management
- ▶ Start-Up Consulting
- ▶ Retail Management



In 2017–18, the greatest numbers of degrees were conferred in the fields of business.*

**National Center for Education Statistics (NCES)*

Columbia College offers:

- ▶ Tutoring
- ▶ Internship opportunities
- ▶ Lifelong career support

B.S.

The Robert W. Plaster School of Business offers a Bachelor of Science in Innovation & Entrepreneurship. All of our business programs provide a solid foundation in business theory and practice and are designed to be relevant to an array of business careers.

Complete a total of 120 credit hours including a program of general education (39-42 hours), business core (45 credit hours) and Innovation and Entrepreneurship courses. Coursework includes:

REQUIRED COURSES

- Intro to Entrepreneurship
- Small Business Management
- Strategic Marketing
- Intrapreneurship
- Small Business Finance
- Intro Human Resource Management

POSSIBLE ELECTIVE COURSES*

- Digital Marketing
- Social Media
- Advertising and Sales Promotion
- Web Design
- Digital Photography
- Operations Management
- Marketing Research and Analytics

This degree includes 45 credits in business core courses in key areas of management, marketing, accounting, economics, finance and others. Please see Core Requirements in catalog for details.

**Partial list, see website for full elective coursework*



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