

ENTREPRENEURSHIP

MASTER OF ARTS IN ENTREPRENEURSHIP

The Master of Arts of Entrepreneurship degree is designed for students seeking to pursue a business venture or manage an entrepreneurial enterprise. Graduates will be exposed to practical application of business theory in marketing, management, finance, and the online experience involved with running a business. Developed to provide specialized knowledge for budding entrepreneurs, this program will expose students to key concepts and faculty members that will help to lend direction to their entrepreneurial plans.

36 semester hrs / 12 courses

CORE COURSES (21 SEMESTER HRS / 7 COURSES)

Students must take 7 core courses. Courses include:

- » Global Management Perspective
- » Managerial Analysis
- » Quantitative Analysis
- » Entrepreneurship
- » Business Plan Development
- » Legal Practices for Small Business
- » Organizational Behavior

MAJOR REQUIREMENTS (12 SEMESTER HRS / 4 COURSES)

Students must take 4 major courses:

- » Small Business Operations
- » Entrepreneurial Marketing
- » Principles of E-commerce
- » Small Business Funding

COMPREHENSIVE ASSESSMENT (3 SEMESTER HRS)

- » Entrepreneurial Project

Visit amuonline.com/entr

We want you to make an informed decision about the university that's right for you. For more about the graduation rate and median debt of students who completed each program, as well as other important information—visit www.APUS.edu/disclosure.

American Military University

ENTREPRENEURSHIP

BACHELOR OF ARTS IN ENTREPRENEURSHIP

AMU's entrepreneurship degree is designed to equip graduates with a practical, hands-on understanding of what it takes to run a successful business in today's business environment. Students will learn about leveraging and turning a variety of business opportunities into viable business entities.

121 semester hrs / 40 courses

GENERAL EDUCATION (37 SEMESTER HRS / 12 COURSES)

Requirements include foundations of online learning, English, history, literature and humanities, science and mathematics, political science, and social sciences.

CORE COURSES (39 SEMESTER HRS / 13 COURSES)

Students must take 13 core courses. Courses include:

- » Leadership in Small Business Ventures
- » Foundations of Entrepreneurship
- » Marketing the Successful Small Business
- » Virtual Small Business
- » Innovation Design and Prototyping
- » Practical Law for the Entrepreneur

MAJOR REQUIREMENTS (12 SEMESTER HRS / 14 COURSES)

Students must take 4 major courses:

- » The Family Owned Business
- » Small Business Customer Service
- » Small Business Growth and Development
- » Social Media to Grow Small Business

ELECTIVES (30 SEMESTER HRS / 10 COURSES)

Students may select any courses that have not been used to fulfill core or major requirements. Credits applied toward a minor or certificate in an unrelated field may be used to fulfill elective credit for the major.

CAPSTONE COURSE (3 SEMESTER HRS)

- » Small Business Capstone Project

For the most current program, concentration, and degree path details, please consult the APUS catalog at: www.apus.edu/catalog