



MANAGEMENT - ESBM

Degree

Bachelor of Business Administration in Management with an Entrepreneurship and Small Business Management Specialization

93.38% REPORTED
EMPLOYMENT
(From 2014-2019)

Is this the major for you? You have a passion for pursuing your interests. You have an idea that can become a startup business. You want to be your own boss. You want a revenue stream beyond your job. You have innovative ideas for your company to pursue. You want to take over and expand a family business. If you recognize yourself in any of these descriptions, an Entrepreneurship and Small Business Management Specialization may be just for you.

What skills do you need? As an entrepreneur, you need a different mindset from managing a general business. This specialization helps foster an entrepreneurial mindset and provides in-depth coverage of the methods to transform an idea into a new business. It also helps you develop capabilities for managing small businesses, adapting to the changing environment, and growing your businesses.

COMPANIES THAT HIRE OUR GRADUATES

- ProPay Professional Payroll Systems
- Ardent Health Services
- EY Accounting
- U.S. Army
- Xcel Energy
- BNSF Railway
- Amarillo National Bank
- BSA Health Systems

SUCCESS STORIES



Jarrett Jackson
2012 – B.B.A. - GBUS -
Entrepreneurship and
Small Business Management

Jarrett is now a Financial Advisor for Modern Woodman of America in Amarillo, TX.



Jason Nelms
2010 – B.B.A. – GBUS -
Entrepreneurship and
Small Business Management

Jason is the President of BEST Pump and Flow, LLC in Fort Worth, Texas.



CAREERS

Service-Oriented Entrepreneur

- Consulting
- Financial Services
- Marketing
- Real Estate
- Security

Passion-Based Entrepreneur

- Interest-Based Businesses
- Turning a Hobby into a Vocation

Undecided Entrepreneur

- Being Your Own Boss
- Open to New Ideas

Opportunity-Based Entrepreneur

- Family Businesses
- Local/Small Businesses
- Innovative Businesses
- Franchises

Mission-Based Entrepreneur

- Nonprofit Organizations
- Social/Cause-Based Businesses
- Environmental Problem-Solving Businesses

Corporate Entrepreneur

- Tech Industry
- Retail Industry
- Travel & Hospitality Industry
- Media Industry

SELECTED COURSE CURRICULUM

MGT 3332 - New Business Creation

- Entrepreneurial Mindset
- Starting a Business
- Growing a Business
- Business Model/Business Plan/Pitch Deck

FIN 4320 - Investments

- Stocks and Bonds
- Mutual Funds & ETFs
- Macroeconomic & Industry Analyses
- Trading Strategies

MGT 4332 - Entrepreneurial Innovation and Product Development

- Industry Dynamics of Technological Innovation
- Formulating Technological Innovation Strategies
- Implementing Technological Innovation Strategies

MKT 3342 - Consumer Behavior

- Buyer as a Problem Solver
- Buying Decision Processes
- Factors Influencing Behavior
- Principles, Theories, and Models of Behavioral Research

MGT 3333 - Small Business Management

- Small Business Strategies
- HR Practices for Small Businesses
- Supply Chain Management
- Basic Accounting and Financial Tools

MGT 4343 - Supply Chain Management

- Products and Information Flows
- Coordination in Supply Chain Management
- Supply Chain Planning
- Evaluation and Decision-Making

*See Management - ESBM Degree Checklist for a complete list of required courses

Office of Undergraduate Business Programs

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