

Bachelor of Business Administration Concentration: Entrepreneurship & Small Business Management 2025-2026

General Areas of Service: The concentration in Entrepreneurship and Small Business Management is designed specifically for those students planning to operate their own small businesses. Not only is it a solid foundation that develops the skills needed by small business owners, but the flexibility of the degree allows students to focus on areas that will benefit them the most.

Education/Training: The concentration includes classes covering the most critical areas in small business ownership, such as small business taxation, accounting, computer software, and human resource management. According to the Small Business Administration (SBA), the most common reason for small business failure is poor management of areas in receivables, inventory, financing, patents, and human resources (see www.sba.gov). In addition to managing these areas, being able to develop a good computer database and accounting system is vital if good business decisions are going to be made. Because many small businesses fail because of tax-related difficulties, a course in taxation is also required.

Job Outlook: The U.S. Bureau of Labor Statistics (BLS) states that small business and entrepreneurs are a driving force of economic growth. (See www.bls.gov). Small businesses continue to be incubators for innovation and employment. Many people prefer to work for themselves, often in a home-based business.

Earnings: Earnings will vary due to the many different career opportunities.

SCHOOL OF BUSINESS

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Websites

[Walla Walla University](#)
[University Bulletin](#)

[School of Business](#)

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Suggested Degree Path

TOTAL CREDITS REQUIRED: 192 cr. GENERAL STUDIES REQUIREMENTS: 65 cr. [See the Undergraduate Bulletin for Details](#)

The chart below details one suggested path a student may take to complete a bachelor's degree.

Cognates are listed in *italics*.

Freshman Year

Fall Courses	Hours
College Writing I (ENGL 121)	3
Colloquium (GBUS 495)	0
General Studies/Electives	13
Total	16
Winter Courses	Hours
Bus. Analytics with MS Excel (CIS 140)	4
College Writing II (ENGL 122)	3
Colloquium (GBUS 495)	0
General Studies/Electives	9
Total	16
Spring Courses	Hours
Intro to Statistics (MATH 106)	4
Colloquium (GBUS 495)	0
General Studies/Electives	12
Total	16

Sophomore Year

Fall Courses	Hours
Principles of Financial Accounting (ACCT 201)	4
Prin. of Microeconomics (ECON 210)	4
Colloquium (GBUS 495)	0
General Studies/Electives	8
Total	16
Winter Courses	Hours
Principles of Financial Accounting (ACCT 202)	3
Prin. of Macroeconomics (ECON 211)	4
Colloquium (GBUS 495)	0
General Studies/Electives	9
Total	16
Spring Courses	Hours
Principles of Managerial Accounting (ACCT 203)	3
Business Analytics and Visualization (CIS 240)	4
Colloquium (GBUS 495)	0
Business Communication (GBUS 270)	4
General Studies/Electives	5
Total	16

Junior Year

Fall Courses	Hours
Principles of Marketing (MKTG 381)	4
Prin. of Management (MGMT 371)	4
General Studies/Electives or Business Electives	4
Colloquium (GBUS 495)	0
Fdns. of Entrepreneurship (MGMT 375)	4
Total	16
Winter Courses	Hours
New Venture Creation and Launch (MGMT390)	4
Business Law I (GBUS 361)	4
Operations Management (MGMT 366)	4
Colloquium (GBUS 495)	0
Accounting Info. Systems (ACCT 341)	4
Total	16
Spring Courses	Hours
Managerial Finance (FINA 351)	4
Business Law II (GBUS 362)	4
Colloquium (GBUS 495)	0
Internship (GBUS 490) *	0.4
Info. Systems & Bus. Intel. (CIS 301)	4
General Studies/Electives or Business Electives	4
Total	16

Senior Year

Fall Courses	Hours
Business Ethics (MGMT 463)	4
Colloquium (GBUS 495)	0
General Studies/Electives or Business Electives	12
Total	16
Winter Courses	Hours
Personal Income Tax (ACCT 335)	4
Human Resources Mgmt. (MGMT 376)	4
General Studies/Electives or Business Electives	4.8
Colloquium (GBUS 495)	0
Total	16
Spring Courses	Hours
Strategic Management (MGMT 489)	4
Colloquium (GBUS 495)	0
General Studies/Electives or Business Electives	12
Total	16

* Required: Internship ([GBUS 490](#)) 0.4 Credits. A minimum of 120 hours is required regardless of the number of credits. Often done during the summer.

Note: All seniors must take a comprehensive exam in their major field before graduation – these are exit exams.

Office of Academic Advisement

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