



Bachelor's Degree in

Business-Entrepreneurship, Management, and Marketing

The Bachelor's Degree program in Business-Entrepreneurship, Management, and Marketing is comprised of a combination of courses, which provide skills in such areas as capital planning, strategic management, leadership and organizational behavior, and Internet marketing. This program is designed to prepare a student for a career as an entrepreneur, manager, and/or marketing professional.

Duration of the program

36 month program
180 quarter credits

Admission Requirements

- High School Diploma or a recognized equivalent.

Courses

- Entrepreneurship Lecture/Lab
- Consumer Behavior Lecture/Lab
- Operations Management
- Advertising and Sales
- Entrepreneurial Revenue
- Entrepreneurial Costs and Budgets
- Entrepreneurial Capital
- Entrepreneurial Strategy Lecture/Lab
- Business Plan and Implementation Lecture/Lab
- Leadership and Organizational Behavior
- Lecture/Lab
- Financial Management
- Strategic Management Lecture

Distribution

- 10.5 credits - core courses
- 97.5 credits - concentration courses
- 54 credits - general education courses
- 18 credits - elective Course

Possible Employment Opportunities*

- Business and Retail Operations
- Financial Analyst and Services
- Banking, General and Operational Management
- Accounts Payable/ Receivable Specialist
- Administrative Assistant and Executive Assistant



An academic unit of NUC University

(855) 469.6046
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*These examples are intended to serve only as a general guide of possible employment opportunities. There are many factors that determine the job an individual may obtain and Florida Technical College cannot guarantee its graduates any particular job. Some positions may require a license or other certifications. We encourage you to research the requirements for the particular position you desire. Program Availability varies by campus.