

Texas Tech University
Jerry S. Rawls College of Business

MANAGEMENT MAJOR
Strategic Entrepreneurship and Innovation Concentration

Upper Division Requirements and Schedule for BBA Degree
Catalog Years 2024-2025

Student Name: _____ GPA: _____ Date: _____

R Number: _____ Graduation Date: _____ Advisor: _____

Program Requirements	*120 Hours
	*A minimum 2.75 TTU GPA is required to take any business course.
	*Must make a "B" or better in MGT 3370.

Upper Division Core		
PCOM 3373^	Business Communication. Prereq: C or better in ENGL 1301 & 1302.	Upper Division Core (Min. 2.75 TTU GPA)
BECO 3310^	Applied Business Economics. Prereq: C or better in ECO 2305.	
BLAW 3391^	Business Law and Ethics. Prerequisite: C or better in ENGL 1301 and 1302.	
FIN 3320^	Financial Management. Prereq: C or better in ACCT 2300, ACCT 2301, ECO 2305 and MATH 2345.	
ISQS 3344^	Introduction to Production and Operations Management. Prereq: C or better in ISQS 2340 and MATH 2345.	
MGT 3370^	Managing People and Organizations. Prereq: C or better in MATH 1331.	
MKT 3350^	Marketing for a Global Marketplace. Prereq: C or better in ECO 2305 and MATH 1331.	

Major Courses		
***ALL LOWER DIVISION COURSEWORK MUST BE COMPLETED PRIOR TO ENROLLMENT IN A MAJOR COURSE.		
MGT 3375^	Entrepreneurship: New Value Creation. Prerequisite: C or better in MGT 3370.	Required
MGT 3376^	Organizational Behavior. Prerequisite: B or better in MGT 3370.	
MGT 3390	Perspectives on Entrepreneurship. Prereq: C or better in MGT 3370.	
MGT 4376	Ent: Discovering Entrepreneurial Opportunities. Prereq: C or better in MGT 3370.	
MGT 4379	Technology Commercialization	
MGT 4370	Consulting to Entrepreneurial Organizations. Prereq: C or better in MGT 3370.	Group A (Choose two)
MGT 4374	International Entrepreneurship. Prerequisite: C or better in MGT 3370.	
MGT 4377	Family Enterprise. Prerequisite: Previous experience in a family business or intent to establish a family business.	
MGT 4386	Entrepreneurship: New Venture Creation. Prereq: C or better in MGT 3370.	
MGT 4388^	Change and Innovation Processes. Prerequisite: C or better in MGT 3370.	
NOTE: Any junior-or senior-level business course provided it is not used to fulfill another requirement.		Group B
MGT 4380^	Strategic Management. Prerequisite: C or better in MGT 3370.	Capstone

Electives		
Free Electives		Take 9 hours

57 hrs.

Additional Notes:

Courses marked with a ^ are also offered through a Rawls Study Abroad program.