



## MORRISVILLE STATE COLLEGE AT CAYUGA

### **BBA in Entrepreneurship and Small Business Management**

The Entrepreneurship degree program is designed to provide its graduates with an initial business plan and an entrepreneurial toolbox that will point them on their way to self-employment. Planned as an upper-division program, it is geared primarily for the two-year graduate who has a desire to use the technical skills developed in their Associates degree program toward the opening of their own business. To that extent, the program recognizes that most of the students entering the program will have a chosen field of endeavor or undertaking already in mind.

The program starts with the entrepreneurship process, and then each subsequent course is designed as a tool that can be used in the creation of a business start-up. These courses include: innovation/new product development, marketing, finance, value chain management, legal issues, human

resources, and electronic commerce. The development of these skills culminates in using the entrepreneurial toolbox in a field study and semester long practicum.

### **Admission Requirements**

Student applicants must have an Associates degree or 60 hours of course work from an accredited college or university. A minimum GPA of 2.3, and completion of Intermediate Algebra with a C or better, is also required. Computer literacy and comfort with virtual instruction is essential for program success.

### **Special Program Features**

This is a ThinkPad university program in which the use of laptops is integrated into all courses. Classes will be taught in an accelerated eight week format, scheduled twice a semester. They will be offered on Sundays during the spring and fall semester, and in the evening during the summer semester. Courses will be taught in a hybrid instructional format: on-line assignments

will compliment lectures and classroom projects. There will be market driven, field based, business application projects completed by student teams.

### **Employment Opportunities**

The current number of potential entrepreneurs seeking to create their own enterprises has never been higher. At the same time, companies are seeking future employees with entrepreneurial talents. All students will gain the ability to intern at an existing company, gaining valuable experience and creating a current business network. Program participants will develop an electronic portfolio that will showcase their business development plans for both employers and potential investors.



*Think Big. Start Smart.*



**ADMISSIONS OFFICE**  
admissions@cayuga-cc.edu  
www.cayuga-cc.edu

**Want To Learn More?**

**Coordinator of Baccalaureate Programs**

**Michael Greene**  
315-294-8567  
michael.greene@cayuga-cc.edu

**AUBURN CAMPUS**

197 Franklin Street  
Auburn NY 13021  
866-598-8883



*Think Big. Start Smart.*