

BUSINESS AND ENTERPRISE MANAGEMENT, B.S.

“Honors in Business and Enterprise Management,” or “Honors in Finance.” For additional information, interested students should consult a member of the faculty of the Wake Forest School of Business.

Requirements

The business and enterprise management major in the School of Business combines a rigorous and high-quality curriculum with real-world applications. The degree program preserves a general business curriculum while simultaneously allowing students to gain greater depth in a number of specialty areas. The program emphasizes the development of strong leadership and critical thinking skills, enabling students to pursue careers in management in a wide range of fields.

Requires the following courses:

| Code | Title | Hours |
|---|---|-------|
| ACC 111 | Introductory Financial Accounting | 3 |
| ACC 221 | Introductory Management Accounting | 3 |
| BEM 201 | Quantitative Analysis I | 3 |
| BEM 202 | Quantitative Analysis II | 3 |
| BEM 211 | Organizational Behavior | 3 |
| BEM 221 | Principles of Marketing | 3 |
| BEM 241 | Production and Operations Management | 3 |
| BEM 251 | Management Information Systems | 3 |
| BEM 261 | Legal Environment of Business | 3 |
| BEM 287 | Professional Development Workshop Series A | 1.5 |
| BEM 318 | Calloway Leadership Experience | 3 |
| BEM 365 | Ethics and Business Leadership | 3 |
| BEM 371 | Strategic Management | 3 |
| or BEM 372 | Strategic Management in Entrepreneurial Firms | |
| BEM 388 | Management Simulation | 1.5 |
| BEM 389 | Management Internship | 3 |
| FIN 231 | Principles of Finance | 3 |
| ECN 150 | Introduction to Economics | 3 |
| MST 111 | Calculus with Analytic Geometry I | 4 |
| or MST 112 | Calculus with Analytic Geometry II | |
| Select 9 hours in a pre-approved concentration area * | | 9 |
| Marketing | | |
| International Business | | |
| New Business Development | | |
| Management Consulting | | |
| Other Elective Options | | |

* Concentration areas must include at least one BEM elective course or INS 260.

Honors

School of Business students (exclusive of mathematical business majors) with a grade point average of at least 3.0 on all college work and who are eligible for membership in Beta Gamma Sigma are invited to apply for admission to the honors program in business and accountancy. A project, paper, or readings, and an oral presentation or examination are required. Those who successfully complete the requirements specified by the School graduate with the designation “Honors in Accountancy,”