

Entrepreneurial Studies

Bachelor of Arts Degree



Why Generations?

This program is built for people who want to create, not just manage. From business plan development and entrepreneurial finance to digital marketing, AI strategy, pitching to investors, and scaling a sustainable venture — every course is designed to sharpen your ability to innovate, solve problems strategically, and lead with purpose. You'll develop the mindset, skills, and real-world experience to launch your own business, grow a family venture, or drive innovation inside any organization. Whether you're just starting your journey or ready to take the next step, this program gives you the tools to turn ideas into impact.

Possible Careers



Small
Business
Owner



Startup
Founder



Nonprofit
Director



E-Commerce
Director



Venture
Capital
Analyst



Business
Development
Manager



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29 East Madison Street Chicago, Illinois 60602 | 312.922.1884

ENTREPRENEURIAL STUDIES COURSES

ACCT-1050 Financial Accounting Principles	3.0	BUS-4400 Marketing Research	3.0
BAI-1200 Introduction to AI	3.0	BUS-4550 Capstone/Internship	3.0
BAI-2450 Harnessing AI for Entrepreneurial Success	3.0	BUS-4600 Transformational Leadership	3.0
BUS-1600 Business Law	3.0	ENG-1800 Business Writing	3.0
BUS-2400 Principles of Marketing	3.0	ENT-1200 Introduction to Entrepreneurship	3.0
BUS-2500 Managing Human Capital	3.0	ENT-2100 CAPSTONE: Business Plan Development	3.0
BUS-2510 Introduction to International Business	3.0	ENT-2110 New Business Implementation	3.0
BUS-3100 Business Communication	3.0	ENT-2250 Principles of Management	3.0
BUS-3150 Business Statistics	3.0	ENT-3225 Creativity and Innovation in Business	3.0
BUS-3250 Principles of Finance	3.0	ENT-3325 Social Entrepreneurship and Sustainability	3.0
BUS-3500 Project Management	3.0	ENT-3550 Entrepreneurship Capstone and Pitch Competition	3.0
BUS-3600 Organizational Leadership	3.0	ENT-4050 Digital Marketing and E-Commerce Strategies	3.0
BUS-4150 Business Decision Making and Strategy	3.0	ENT-4125 Entrepreneurial Finance	3.0
BUS-4200 Employment and Labor Law	3.0	ENT-4225 Small Business Management	3.0
BUS-4250 International and Global Economy	3.0	ENT-4325 Pitching, Negotiation, and Investor Relations	3.0

GENERAL EDUCATION COURSES

COL-1010 First Year Experience	1.0
CIS-1150 Introduction to Computers	3.0
COL-2750 Professional Experience	3.0
ENG-1010 College Composition I	3.0
ENG-1020 College Composition II	3.0
MATH-1600 College Algebra	3.0
PHIL-2050 Introduction to Ethics	3.0
PSY-1010 Introduction to Psychology	3.0
SOC-2010 Introduction to Sociology	3.0
SPE-2210 Speech Communication	3.0
ECON-2210 Macroeconomics OR	3.0
ECON-2220 Microeconomics	

Total Degree Credit Hours Required 121

PROGRAM LEARNING OUTCOMES

- Cultivate the creativity and leadership skills needed to design, launch, and sustain ventures that create value
- Develop a deep understanding of how cultural, social, and global economic forces shape entrepreneurial opportunities
- Apply innovative thinking and strategic problem-solving to real-world business challenges
- Practice ethical, inclusive leadership that promotes social responsibility and stakeholder engagement
- Utilize AI, digital platforms, and data-driven insights to innovate responsibly and enhance venture success