Nebraska Wesleyan University

Innovation and Entrepreneurship (B.S.)

Catalog

2025-2026

Program Description

The domains represented in the elective areas below, Business, Marketing and Sports, Creative Design and the Arts, Policy and Justice, Science and Technology, and Sustainability and the Environment, draw innovators and benefit from those individuals who can make the most of new opportunities, learn from setbacks, readjust and solve problems with divergent thinking. This major will also appeal to students who have ideas for businesses and startups but need the subject expertise and mentoring to make them a reality.

When a student declares this major they will declare their concentration area at the same time.

Departments

1. Innovation and Entrepreneurship

Innovation and Entrepreneurship (B.S., 34-36* hours)

Core Requirements	16 hours
BUSAD 4700 Entrepreneurship	3 hours
CMPSC 2200 Python Programming I or DATA 1200 Excel and SQL Programming	4 Hours
INNOV 1000 Ideas To Innovation	3 hours
INNOV 2000 Problem Solving	3 hours
INNOV 4970 Internship	3 Hours
Foundation Electives	**2-4 hours**
(at least 2 hours total)	
ART 1200 Introduction to Digital Media	4 hours
BUSAD 2300 Business Communication	3 hours
COMM 1510 Intercultural Communication	4 hours
COMM 2400 Communication and Leadership	4 hours
PHIL 2020 Ethics	4 hours
SOC 3290 Grant Writing and Fundraising	3 hours
Disruption Electives	**12 hours**
12 hours from one concentration area	
Business, Marketing and Sports	
ACCT 1310 Principles of Accounting I	3 hours
ACCT 1320 Principles of Accounting II	3 hours

Disruption Electives	12 hours
BUSAD 2700 Business Law I	3 hours
BUSAD 3300 Quantitative Methods	3 hours
BUSAD 3500 Consumer Behavior	3 hours
HHP 2920 Sport Facility and Event Management	3 hours
HHP 3730 Sports Marketing and Communication	3 hours
HHP 4220 Sport Finance	3 hours
IDS 2050 Give To Learn	3 hours
Creative Design and the Arts	
ART 1070 Introduction to Creative Technology	4 hours
ART 1300 Introduction to Drawing	4 hours
ENG 3020 Studies in Writing: Risk Fiction	4 hours
ENG 3050 Studies In Writing: Hybrid Genres	4 hours
MUSIC 1160 Composing for Film and Video Game	3 hours
THTRE 1420 Makeup Design	3 hours
THTRE 2710 Theatrical Design Techniques	3 hours
THTRE 2730 Costume Design	3 hours
THTRE 3160 Theatre Management	3 hours
THTRE 3700 Production Design I	3 hours
Policy and Justice	
CRIM 2140 Juvenile Justice	4 hours
CRIM 3150 Criminology	4 hours
DATA 3100 Data Visualization With R	4 hours
ECON 4580 Economic Development	3 hours
HIST 2410 Racial Justice in Twentieth Century America	4 hours
IDS 2050 Give To Learn	3 hours
PHIL 2300 Philosophies of Race and Gender	3 hours
PHIL 2410 Theories Of Justice	4 hours
POLSC 2450 State and Local Government	4 hours
RELIG 2250 Religion, Peace and Social Justice	3 hours
SOC 1330 Race Relations and Minority Groups	4 hours
SOC 3130 Law and Society	4 hours
SOC 3250 Thinking SocioLogically: Work	2 hours
SOC 3370 Social Inequality	4 hours
Science and Technology	

Disruption Electives	12 hours
BIO 1080 Microbiology	3 hours
BIO 1080L Microbiology Laboratory	1 hour
BIO 1400FYW Introduction to Biological Inquiry	4 hours
BIO 2100 Introduction to Bioinformatics	3 hours
BIO 3160 Medical Botany	3 hours
BIO 3170 Medical Botany Lab	1 hour
BIO 3690 Microbiology	3 hours
BIO 3690L Microbiology Laboratory	1 hour
BIO 3800 Molecular Genetics	4 hours
CHEM 1110 Chemical Principles I	3 hours
CHEM 1110L Chemical Principles I Laboratory	1 hour
CHEM 1120 Chemical Principles II	3 hours
CHEM 1120L Chemical Principles II Laboratory	1 hour
CHEM 2100 Organic Chemistry I	3 hours
CHEM 2100L Organic Chemistry I Laboratory	1 hour
CHEM 2110 Organic Chemistry II: Synthesis and Mechanisms	3 hours
CHEM 2110L Organic Chemistry II Laboratory	1 hour
CHEM 2500 Introduction to Neuroscience	3 hours
CHEM 2800 Introduction to Research	2 hours
DATA 3100 Data Visualization With R	4 hours
MATH 1300 Statistics	3 hours
MATH 1600 Calculus I	5 hours
PHYS 2000 General Physics I	4 hours
PHYS 2100 General Physics II	4 hours
PHYS 2200 Electronic for Scientists & Engineers	4 hours
PHYS 2400 Introduction to Modern Physics	4 hours
PHYS 2600 Computer Architecture and Interfacing	4 hours
Sustainability and the Environment	
BIO 1300 Introduction to Environmental Science	4 hours
BIO 3500 Conservation Biology	4 hours
DATA 3100 Data Visualization With R	4 hours
HHP 2020 Consumer, Community, and Environment Health Issues	3 hours
IDS 2050 Give To Learn	3 hours
PHYS 1200 Energy and the Global Environment	4 hours

Disruption Electives	12 hours
POLSC 2720 Environmental Politics	4 hours
SOC 2530 Population and Environment	4 hours
SOC 3210 Thinking SocioLogically: Environment	2 hours
SOC 3530 Environment, Food, and You	4 hours
Capstone Courses	**4 hours**
INNOV 4980 Final Project	3 hours
INNOV 4990 Capstone	1 hours

**An Innovation and Entrepreneurship major customarily earns a B.S. degree. However, if a student has a first major that is associated with a different baccalaureate degree, the Innovation and Entrepreneurship major may serve as a second major for the degree associated with the first major (B.A., B.FA., B.M., B.S.N).*