**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 Bioformatics | 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).*