Entrepreneurship Programs at American Public University (APU)

APU's entrepreneurship degree is designed to equip graduates with a practical, hands-on understanding of what it takes to run a successful business in today's business environment. Students will learn about leveraging and turning a variety of business opportunities into viable business entities.

Bachelor of Arts in Entrepreneurship: 121 semester hours (40 courses)

Courses include:

- Financing a New Venture
- Foundations of Entrepreneurship
- Innovation Design and Prototyping
- Leadership in Small Business Ventures
- Marketing the Successful Small Business
- Money Management for Entrepreneurs
- Practical Law for the Entrepreneur
- Small Business Customer Service
- Small Business Growth and Development
- Social Media to Grow Small Business
- The Family Owned Business
- Virtual Small Business

Master of Arts in Entrepreneurship: 36 semester hrs (12 courses)

Core Requirements (21 semester hours, 7 courses)

- Business Plan Development
- Entrepreneurship
- Ideation
- Legal Practices for Small Business
- Managerial Analysis
- Organizational Behavior
- Quantitative Analysis

Major Requirements (12 semester hours, 4 courses)

- Entrepreneurial Marketing
- Principles of E-Commerce
- Small Business Funding
- Small Business Operations

Capstone Course (3 semester hours)

- Entrepreneurial Project Capstone

At American Public University, we are committed to helping you succeed in your college career. Please contact our Enrollment Services team at 1-877-777-9081 or info@apus.edu to answer your questions or to learn more about our programs and support teams.