

Faculty of Business and Economics (FBE)

Bachelor of Arts in Entrepreneurship (BA in Entrepreneurship)

I. Why Choose this Program?

The Bachelor of Arts in Entrepreneurship (BA in Entrepreneurship) program was designed to:

1. Develop knowledge of entrepreneurship, innovation, and venture creation.
2. Build analytical, managerial, and leadership skills for identifying and pursuing business opportunities.
3. Prepare graduates to establish and manage sustainable business ventures.
4. Promote ethical, socially responsible, and sustainable entrepreneurial practices.

II. Future Career Prospects

Graduates from this program will be able to pursue careers such as:

1. Entrepreneur or Business Owner
2. Startup Founder
3. Small and Medium Enterprise (SME) Manager
4. Project Manager
5. Social Entrepreneur
6. Business Incubator or Accelerator Officer
7. Family Business Manager
8. Government or NGO Program Officer (Entrepreneurship and SME Development)

III. Course Structure

The four-year program consists of **120 credits** and is structured to provide students with a comprehensive academic foundation through a well-balanced curriculum of foundation, functional, pre-major, and major courses.

To fulfill the graduation requirements, students must successfully complete the following coursework:

YEAR 1		
Course Title	Credits	Priority
English I: Reading and Composition with Laboratory	4	Required
Gender Studies	3	Required
Khmer Studies	3	Required

Digital Literacy + Lab	4	Required
English II: Reading and Composition with Laboratory	4	Required
Environmental Science	3	Required
Introduction to Political Science	3	Required
Management Principles	3	Required
YEAR 2		
Course Title	Credits	Priority
Personal Growth and Development	4	Required
Logic and Critical Thinking	3	Required
Math for Business	3	Required
Financial Accounting I	3	Required
Introduction to Ethics and Good Governance	3	Required
Introduction to Statistics & Its Application	3	Required
History of Cambodia	4	Required
Office Applications for Business	3	Required
Financial Accounting II	3	Required
YEAR 3		
Course Title	Credits	Priority
Marketing Principles	3	Required
Microeconomic Principles	3	Required
Introduction to Entrepreneurship and New Venture Idea	3	Required
Financial Management I	3	Required
Introduction to Digital Marketing	3	Required
Management and Organization Behavior Theory	3	Required
Entrepreneurial Opportunity & Business Model Design	3	Required
Entrepreneurial Marketing and Selling	3	Required
Entrepreneurial Small Business Management	3	Required
Startup Legal, Ethics & IP for Entrepreneurs	3	Required

YEAR 4		
Course Title	Credits	Priority
Human Resource Management	3	Required
Research Methodology for Business	3	Required
E-Commerce & Digital Entrepreneurship	3	Required
Managing Innovation and Creativity	3	Required
Entrepreneurial Finance and Venture Capital Investment	3	Required
Management and Leadership Development Skills	4	Required
Business Decision Making for Entrepreneurs	3	Required
Business Plan Development & Pitching	3	Required
Business Negotiation and Procurement Management	3	Required
Management Accounting I	3	<i>Elective</i>
Business Analytics	3	<i>Elective</i>
Global Business Management	3	<i>Elective</i>
Global Supply Chain Management	3	<i>Elective</i>
Fiscal Legislation & Taxation	3	<i>Elective</i>
Business Information Systems	3	<i>Elective</i>
GRADUATION PATH		
Option I: Senior Project	6	Required
Option II: Internship	6	Required
Option III: Exit Exam	6	Required

****Note:** Graduation Path: Students choose only **ONE** option.*