

**Blue Marble University**  
**40 Hillsborough Street**  
**Roseau, 00152**  
**Commonwealth of Dominica**  
**<http://bluemarbleuniversity.com>**

**Program Title: Bachelor of Science Business and Entrepreneurship**  
**120 Credits Bachelor Degree**

**Bachelor of Science (B.S.) in Business and Entrepreneurship**  
**120 Standard U.S. Credits**

**Term 1: 15 Credits**

**English Writing-** Writing a College Research Report with References. **3 Credits.**

**Internet Research: Business and Technical-** How to conduct internet research for technical information and product/software apps. **3 Credits.**

**English Literature-** Selected readings and study of English literature. **3 Credits.**

**Communications 1-** Introduction to Website Building. The course covers communicating via web presence, the importance of a scholarly digital fingerprint available for the world to see. The elements of web page design and kinds of content, including a review of CMS (content management systems) including Wordpress. **3 Credits.**

**Communications 2 Lab-** With staff guidance and supervision, the student will design and launch a personal website on the Wordpress platform to display their interests, hobbies, educational history and accomplishments. Video uploading, use of images also covered. **3 Credits.**

**Term 2: 15 Credits**

**College Mathematics-** College math including probability and statistics, analytical geometry, and basic algebra. The course also touches upon infinitesimal calculus and applied mathematics. **3 Credits.**

**Financial Accounting-** Accounting for non-accountants includes analysis of Financial Statements. Banking and Credit Card Issues, credit reporting and collections.

**3 Credits.**

**Art Appreciation-** Foundational course in analyzing the emotional and visual impact of art. **3 Credits.**

**History of Art-** The course covers the history of art from the Egyptian Period to modern Pop Art. The course includes some text material, to be supplemented by the students internet research to expand topics in greater detail. **3 Credits.**

**Religion-** Study of the Quran and comparison to Bible texts. **3 Credits.**

**Term 3: 15 Credits**

**World History-** The course covers the high points of World History with emphasis on the world wars. Excerpts from Will Durant, "The History of Civilization" are studied. **3 Credits.**

**Introduction to Science Careers-** This course introduces the student to various science careers using various sources as well as a study of college and university course lists to assist the student in selecting a Major. After selection of a major, the student curriculum will be developed accordingly.

**3 Credits.**

**Business Law-** Contracts, Negligence, Agency, UCC, and other business law topics.

**3 Credits.**

**Cultures-** Main world cultures are studied, with emphasis on the lasting contributions to civilization made by various cultures, as described in the eleven volume treatise: Will Durant, "The History of Civilization"

**3 Credits.**

**Biology Field Studies-** This course introduces the student to biology field studies in microbiology, insect classification and mounting, and conducting simple experiments with a microscope. The collection and review of field data is emphasized. A bacterial investigation is included. The purpose of the course is to understand scientific data collection as well as hands on field experience. **3 Credits.**

#### **Term 4: 15 Credits**

**Research Methodology and Writing-** The Scientific Method is studied along with scientific report writing and referencing. **3 Credits.**

**Home Chemistry Experiments [or Home Biology Experiments]-** Instructor guided experiments that students complete at home with special illustrated text. Nominal cost for purchase of supplies and equipment required. **3 Credits.**

**Diversity in Weddings and Marriage Customs Worldwide-** A comparative study of U.S. and International weddings and marriage customs. **3 Credits.**

**Foreign Language** - Choice of language studies offered. **3 Credits.**

**Computer Skills-** A course teaching basic computer skills in word processing, image handling, spreadsheets, slide presentations, video production and other relevant topics. **3 Credits.**

#### **End of General Education Courses: 60 Credits**

#### **Term 5: 15 Credits**

#### **Begin Major Program of Studies**

**Business Structures:** A comparison of sole proprietors, partnerships, and corporations. How to form the legal framework for a business. **3 Credits.**

**Business Bookkeeping:** No matter the business, each student must learn how to record cash flow and expenses and generate a financial statement. **3 Credits.**

**The Kathmandu Entrepreneurs:** Review of Projects, Businesses, and Advice from the Entrepreneurs of Kathmandu. Introduces Key Concepts About Entrepreneurship. **3 Credits.**

**Business Law (1): Contracts.** What is a contract, formation and breach of contracts, and the Uniform Commercial Code will be covered as relevant to small business. **3 Credits.**

**Business Law (2): Negligence and Products Liability.** Introduction to how these laws can affect your business and acquiring insurance protection. Protection by way of corporate shield is also presented. **3 Credits.**

#### **Term 6: 15 Credits**

**Small Business Funding Strategies:** How to fund a new business. This course presents an overview with more in depth discussions in later courses. **3 Credits.**

**How to Start A Business:** Outline of the steps needed. Student will perform practical exercises relating to starting a business he/she may be interested in, and learn where to find information concerning various kinds of businesses. **3 Credits.**

**Getting Paid-Credit Cards and Merchant Accounts:** This course delves into how to accept credit cards and debit cards for online services, or obtain merchant accounts for physical retail/wholesale transactions. Comparison of Third Party Payment Processors. **3 Credits.**

**Business Plans:** What is a business plan, how it is used, and practice constructing a plan. **3 Credits.**

**Crowdfunding:** The course introduces "crowdfunding" as a way to fund a start-up business. **3 Credits.**

#### **Term 7: 15 Credits**

**Tax Preparation for Small Business:** The Schedule C and corporate tax returns are studied and mastered. **3 Credits.**

**Payroll Taxes and Other Employee Withholding Requirements:** The paperwork requirements for engaging employees will be presented. Automated payroll processing will be studied. **3 Credits.**

**Business Licenses:** All about licenses for various businesses, federal and state. Novel demonstration about owning a medical clinic or law office (by non-physicians or non-lawyers) will be demonstrated. **3 Credits.**

**Chinese Products:** How to locate and become a selling agent for Chinese manufactured goods. Other global sources of manufactured goods explored. **3 Credits.**

**Reading Financial Statements:** We study what to look for in financial statements, particularly when considering the purchase of a business. Also covered is how to best present the value of a business through financial statements. **3 Credits.**

#### **Term 8: 15 Credits**

**Business Valuation:** Techniques for valuing a business including valuation techniques used by the IRS, and via commonly accepted accounting practices. In particular, we cover how to value small service businesses and online businesses **3 Credits.**

**Buying a Business:** The course looks at various sources of businesses for sale, how to evaluate a business strengths and weaknesses, with emphasis on the status of the business permits, licenses, and zoning approvals. **3 Credits.**

**Financing the Purchase of a Business:** We cover what kind of deals to look for from the owner in terms of seller financing, how to bring trade contacts in as partners, what you need to apply for commercial loans. **3 Credits. Grade**

**Selling a Business:** Important and useful information in the event you might want to sell your business, including how to best organize the legal structure of your business to promote a successful sale. **3 Credits.**

**Colloquium and Independent Study:** In depth development of a business idea. The purpose of the course is to generate a game plan for the actual start of a new business. **3 Credits.**

**Total Number of Credits: 120**

Notes:

**Credits: 1 Blue Marble University Credit = 1 USA Semester Credit.** Although registered in the Commonwealth of Dominica, we follow the **USA Code of Federal Regulations** requiring “one hour of classroom or direct faculty instruction [or 60 minutes of preparation in a correspondence course] and a minimum of two hours of out of class student work each week for approximately fifteen weeks for one semester or trimester hour of credit”, which translates to 15 hours of notational learning plus 30 hours of study. **Each Term is 15 weeks.** Blue Marble University operates all year round with no breaks. Each term is 15 weeks, comparable to a standard US semester of 15 weeks. Consequently, each student can complete the equivalent of three 15-week terms per year.

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