

MINOR IN ENTREPRENEURSHIP

REQUIREMENTS (18 UNITS)

**** Available Fall 2015****

CATALOG YEAR 2015-PRESENT

The Entrepreneurship Minor allows business* students and non-business students the opportunity to pursue a second interest in the field of entrepreneurship.

REQUIRED INTRODUCTORY CORE (9 UNITS)

BUS 104 ¹	Introduction to Business (3) OR BUS 302 The Gateway Experience (3)
BLAW 280 ¹	Business Law I (3)
ACCT 220	Introduction to Financial Accounting (3)

¹ Satisfies 3 units of General Education in Lifelong Learning

REQUIRED UPPER DIVISION COURSES (9 UNITS)

BUS 310	Foundations of Entrepreneurship (3)
BUS 410	Business Development and Operation for Entrepreneurs (3)

Entrepreneurship Experience (3) - Select from the following courses:

BUS 491CS	Small Business Consulting (3)
BUS 495E	New Venture Launch (3)
IS 497E	Technology Start-up Entrepreneurship (3)
MGT 498AE-CE	Internship Management (1-3)
MSE 402	Engineering Project Management (3)
MUS 483ME/L	Music Entrepreneurship and Lab (1/1)

Course Offering Plan

Lower Division: Offered every semester

Upper Division:

Fall 2015	Spring 2016	Fall 2016
BUS 310	BUS 410	BUS 491CS BUS 495E IS 497E MGT 498CE

*Students pursuing the BS Management may minor in Entrepreneurship.

COURSE LIST AND DESCRIPTIONS

BUS 104. Introduction to Business (3)

For non-Business majors only. Designed to provide an introduction to the American enterprise system, its economic foundation and basic concepts of business organization and the nature of business activity. (Available for General Education, Lifelong Learning.)

BUS 302. The Gateway Experience (3)

Prerequisites: ACCT 220, 230; BLAW 280; COMP 100; ECON 160, 161; ENGL 205; MATH 103; MATH 140 or SOM 120. (*Lower Division Business Core courses*). To be taken by all Business majors prior to, or concurrently with, the student's first Upper Division Business Core courses. Team-taught course integrating concepts from the Lower Division Core courses by using case studies. Students learn how to build an effective team and to become a valued team member as well as develop written and oral communication skills. Includes team analyses of case studies, exams and quizzes to review and integrate Lower Division Core material and individual writing assignments, including a term project aimed at helping students develop an effective, customized path to their desired career.

BLAW 280. Business Law 1 (3)

Prerequisites: Completion of Lower Division writing requirement; Sophomore standing. Study of the role of law in business, including the study of legal institutions and their role in facilitating and regulating business. Includes a study of the legal system, civil litigation, torts and the formation and performance of contracts. (Available for General Education, Lifelong Learning.)

ACCT 220. Introduction to Financial Accounting (3)

Prerequisites: A grade of "C" or higher in MATH 103 or higher-level mathematics course; sophomore class standing. Introduces the role of accounting in business and society, a summary of the accounting process, accounting measurement issues, analyzing and recording financial transactions, accounting valuation and allocation issues, conceptual foundation for understanding financial reporting, the usefulness of financial statements for decision making and financial statement analysis and interpretation. (acceptable prerequisite mathematics courses also include MATH 102, MATH 140, and SOM 120)

BUS 310. Foundations of Entrepreneurship (3)

Prerequisites: MKT 100 or BUS 302, BLAW 280, ACCT 220. This course is intended to help students gain knowledge and skills that are the foundation to become a successful entrepreneur in business. The course provides aspiring entrepreneurs a preview of the journey starting from an idea through the initial phases of a business venture. Learn about business plan formation, early stage capital, small business market development and sales, small business operation and planning, and project management. Students will acquire or enhance problem identification/definition aptitude, self-help ability, solution development know-how, as well as communication and collaboration skills.

BUS 410. Business Dev. and Operation for Entrepreneurs (3)

Prerequisite: Grade of "C" or higher in BUS 310. This course is intended to help students gain knowledge and skills that are critical for developing and running a successful business as an entrepreneur. The course provides aspiring entrepreneurs with a business model and the tools to grasp the essential operational aspects of a business venture both in the U.S. and abroad. Learn about business formation, fundraising, business development, operation setup, process design and automation, revenue generation, management of innovation and change, and new venture governance. Students will acquire or enhance problem identification/definition aptitude, self-help ability, solution development know-how, as well as communication and collaboration skills.

BUS 491CS. Small Business Consulting (3)

Prerequisites: BUS 302/L; Instructor consent; Normally a minimum 3.0 GPA overall and in business courses; Upper Division Writing Proficiency Exam (UDWPE) score of 8 or higher. For senior-level Business Administration majors only. Perform situation analyses and develop business/marketing recommendations for actual clients. Mandatory client meetings several times within the semester. Present final recommendations to both the instructor and client. Offers a community service opportunity with activities relating to concepts and theories presented.

IS 497E. Technology Start-Up Entrepreneurship (3)

Prerequisites: Grade of "C" or higher in IS 431, IS 435, IS 441 and BUS 302, a grade of "CR" in BUS 302L. An introduction to the process and practice of starting and developing technology based companies. Contrasts ventures in consulting firms, research & development projects, and companies that start out with a product. Each student team will self-select a case on a hypothetical innovation and prepare a variety of plans/reports that are necessary for launching a business. Learning includes the clarification of value propositions, understanding of the market, planning of a business, sourcing of capital, assembling a management team and organizing the operational details. A preview to financial, organizational, and marketing issues that new high-tech ventures would encounter.

BUS 495E. New Venture Launch (3)

Prerequisites: Grade of "C" or higher in BUS 310 and BUS 410; Instructor's Consent. In this Credit/No Credit course, students or teams of students will actively work towards preparing to launch a new venture. Students will actually prepare to implement a business model, and introductory business development and operational strategies developed in BUS 310 and BUS 410. Each student must should plan to invest a minimum of 150 hours in preparing to launch a new venture as well as successfully complete all assignments, which are designed to assist students in linking entrepreneurship concepts and theories to the actual practice of starting up a new business.

MGT 498 AE-CE. Internship Management (1-6)

Prerequisites: Upper Division Writing Proficiency Exam (UDWPE) score of 8 or higher. Grade of "C" or higher in MGT 360 for all Business majors and minors except for non-business Entrepreneurship minors; BUS 302/L is a prerequisite for Business majors; BUS 410 and instructor consent is a prerequisite for Entrepreneurship minors. Individual study regarding the application of management principles in the workplace. Student must obtain an approved internship pertaining to present or future career. A maximum of 12 units may be earned by combining Internship (MGT 498) and Independent Study (MGT 499). (Credit/No Credit only)

MSE 402. Engineering Project Management (3)

Prerequisite: MSE 362 or equivalent. The engineering project management process, from the feasibility stage through project close out. Topics include project initiation, project screening and selection, organizational and project structure, time and cost estimation, budgeting, developing work plans, scheduling resources, managing risk, tracking work, managing teams, partnership projects and close out. Students learn to use appropriate software to assist with the project-management process. (Design units: 0.5)

MUS 483ME/L. Music Entrepreneurship and Lab (1/1)

Prerequisite: Upper Division standing. *Corequisite:* MUS 483MEL. Development of analytical, organizational, cross-platform, research and presentation skills needed to acquire entrepreneurial acumen to assist in creating successful career opportunities in music. Through discussions, guest speakers and fieldwork, students learn how governments, foundations, demographics and philanthropic trends affect society. Students develop abilities to innovate and integrate their own unique talents in service to society and to the profession. Available for graduate credit. 1 hour lecture, 3 hours lab.