

BUSINESS ADMINISTRATION OPTION
GLOBAL BUSINESS MANAGEMENT OPTION: Entrepreneurship Track

Total GLOBAL BUSINESS MANAGEMENT: Entrepreneurship Track Units-55
Minimum Total Units to Graduate-124

FOUNDATIONS OF BUSINESS COURSES (16 UNITS):

Course #	Course Name	Units	Grade	Sem	Comments	Need	IP	Met
BUS 302*	Foundations of Business Environments	2						
BUS 304*	Data Analysis	4			Prerequisite for OM 302			
FIN 302*^	Foundations of Finance	2						
MGMT 302*^	Foundations of Management	2						
MIS 302*^	Foundations of Management Information Systems	2						
MKTG 302*^	Foundations of Marketing	2						
OM 302*^	Foundations of Operations Management	2						

*Prerequisite for Capstone and Senior Experience/Foreign Experience.

^Equivalent 4-unit course can be substituted for this 2-unit course; however, the excess units cannot count toward GBM: Entrepreneurship Track Required Courses.

GBM: ENTREPRENEURSHIP TRACK CORE (16 UNITS):

Course #	Course Name	Units	Grade	Sem	Comments	Need	IP	Met
GBM 425	International Business Management	4						
GBM 426	Leadership in a Global Context	2			(Prev: Global Mgmt Competencies)			
GBM 427	Cross Cultural Negotiating and Global Business	2						
MGMT 461	Management in Different Cultures	4						
MKTG 448	Global and Cross Cultural Marketing	4						

FOREIGN LANGUAGE PROFICIENCY EXAM:

Students will be required to demonstrate proficiency at a fluent level. Students have two options:

		Need	IP	Met
Berlitz Language Center	For information go to www.csusm.edu/coba/businessmajor/gbm , "Foreign Language Requirement", "Berlitz Exam Information"			
Language Learning Center (CSUSM, UH 240)	For information go to www.csusm.edu/coba/businessmajor/gbm , "Foreign Language Requirement", "Language Proficiency Exam"			

GBM: ENTREPRENEURSHIP TRACK REQUIRED COURSES (14 UNITS):

Course #	Course Name	Units	Grade	Sem	Comments	Need	IP	Met
ENTR 320<@	Creativity, Innovation and Entrepreneurship	4			Must be taken first			
ENTR 420@	New Venture Marketing	2						
ENTR 421@	New Venture Management	2						
ENTR 422@	New Venture Finance	2						
ENTR 423@	In the Trenches	2						
ENTR 430	New Venture Development	2			Must be taken last			

<Prerequisite for ENTR 420, 421, 422, and 423

@Prerequisites for ENTR 430

Check course descriptions in General Catalog for prerequisites.

CoBA Advising 10/5/09

CAPSTONE (4 UNITS):

Course #	Course Name	Units	Grade	Sem	Comments	Need	IP	Met
BUS 444	Strategic Management	4			To be taken prior to Senior Experience or GBM Experience.			

SENIOR EXPERIENCE (5 UNITS) OR FOREIGN BUSINESS EXPERIENCE (5 UNITS):

Course #	Course Name	Units	Grade	Sem	Comments	Need	IP	Met
BUS 492	Problem Assessment and Critical Thinking	1			1 st part of Senior Experience			
BUS 493	Problem Analysis and Implementation	4			2 nd part of Senior Experience			
or								
GBM 497**	Foreign Business Experience	5						

+BUS 492 & BUS 493 is a two-course sequence taken in the same semester.

**Go to www.csusm.edu/coba/gbm for information & application materials.

Foreign Academic Experience

Global Business Management students must complete a Foreign Academic experience. The Foreign Academic Experience may be completed by doing one of the following:

1. An individual business internship (GBM 497: Foreign Business Experience), which also fulfills the SE requirement.
2. A foreign study experience at the university-level of at least one semester in duration. Students considered by the California State University to be "international (foreign) students" (see page 22) satisfy the Foreign Academic Experience through the CSUSM residence requirement (see page 84). However, this does not satisfy the Senior Experience or Foreign Business Experience requirement.

The Entrepreneurship Track is specifically designed to help students incubate a business idea, learn the different components essential to starting and managing a start-up business and evaluate closely the viability of their idea. The program is designed to help students develop their ideas into a well-conceived business plan that can lead to a start-up business.

In order to accomplish these objectives, students will move through a sequence of courses that build upon one another. Students begin by learning about the challenges of entrepreneurship, and by completing a first-level analysis of the viability of their business idea. Students then take courses in new venture marketing, management, and financing to increase their understanding and skills to further develop their business idea and determine its potential. Students will also benefit significantly from the experiences of entrepreneurs in the community, and learn from their successes and failures. The track concludes with the development of a business plan in the capstone course.

"Students are held responsible for the information contained in the University Catalog. Failure to read and comply with University regulations will not exempt students from whatever penalties they may incur." – Table of Contents, CSUSM General Catalog