

**BUSINESS ADMINISTRATION MAJOR
MANAGEMENT OPTION – Entrepreneurship Track**

Total Management Option Units-55
Minimum Total Units to Graduate-124

FOUNDATIONS OF BUSINESS COURSES (12 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 and OM 305			
FIN 302*^	Foundations of Finance	2						
MIS 302*^	Foundations of Management Information Systems	2						
OM 302*^	Foundations of Operations Management	2						

*Prerequisite for Capstone and Senior Experience.

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

ENTREPRENEURSHIP TRACK CORE COURSES (20 UNITS):

Course #	Course Name	Units	Grade	Sem	Comments	Need	IP	Met
MGMT 305*	Organizational Behavior	4						
MGMT 415	Human Resource Management	4						
MGMT 452	Leadership in Organizations	4						
MGMT 461	Management in Different Cultures	4						
MKTG 305*	Principles of Marketing	4						

*Prerequisite for Capstone and Senior Experience.

MGMT: ENTREPRENEURSHIP TRACK REQUIRED COURSES (14 UNITS):

Course #	Course Name	Units	Grade	Sem	Comments	Need	IP	Met
ENTR 320<@	Creativity, Innovation, & Entrepreneurship	4						
ENTR 420@	New Venture Marketing	2						
ENTR 421@	New Venture Management	2						
ENTR 422@	New Venture Finance	2						
ENTR 423@	In the Trenches With Entrepreneurs	2						
ENTR 430	New Venture Development	2						

<Prerequisite for ENTR 423

@Prerequisites for ENTR 430

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.			

SENIOR EXPERIENCE (5 UNITS):

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

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			

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 exploring their personal creativity, turning creative thought into innovative new products and services, developing their idea, understanding the challenges of entrepreneurship, and completing a first-level analysis of the viability of their business idea. Students then take courses in new venture marketing, management and finance to increase their understanding and functional 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 creation of a business plan through the capstone course.

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