

## **Addition to the Global Business Management Option**

Effective with the Fall 2009 semester, an Entrepreneurship Track is being added to the Global Business Management Option. Students in this option may now choose to follow either the previously existing Marketing Track or the new Entrepreneurship Track.

### **Entrepreneurship Track**

(55 units)

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.

#### **Foundation of Business Courses (16 units)**

<b>Courses</b>	<b>Units</b>
BUS 302	2
BUS 304	4
FIN 302	2
OM 302	2
MGMT 302	2
MIS 302	2
MKTG 302	2

#### **Global Business Management Core Courses (16 units)**

<b>Courses</b>	<b>Units</b>
GBM 425	4
GBM 426	2
GBM 427	2
MGMT 461	4
MKTG 448	4

#### **Entrepreneurship Track Requirements (14 units)**

<b>Courses</b>	<b>Units</b>
ENTR 320	4
ENTR 420	2
ENTR 421	2

ENTR 422	2
ENTR 423	2
ENTR 430	2

### **A Foreign Language Proficiency Exam**

Students will be required to demonstrate proficiency at the advanced intermediate level in at least one foreign language. Proficiency exams are administered by the Language Learning Center on campus and the Berlitz Language Center. See [www.csusm.edu/coba/businessmajor/gbm](http://www.csusm.edu/coba/businessmajor/gbm) for details.

### **Capstone (4 units)**

<b>Course</b>	<b>Units</b>
BUS 444	4

### **Global Management Experience (5 units)**

<b>Courses</b>	<b>Units</b>
GBM 497	5

Or

### **Senior Experience (5 units)**

<b>Courses</b>	<b>Units</b>
BUS 492	1
BUS 493	4

### **NEW COURSES:**

#### **ENTR 320 (3)**

#### **Creativity, Innovation, and Entrepreneurship**

Explores the impact of creativity on innovation and entrepreneurship by encouraging students to look inward, explore outward, and uncover insights about their environment. Subjects include: barriers to creativity, creative problem solving, idea generation, opportunity identification, new product development, product/service innovation, concept formulation and refinement, and other elements of the entrepreneurial and intrapreneurial experience. By course end, students will have developed one marketable product or service from which a business plan could be developed. *May not be taken for credit by students who have received credit for MGMT 484A or 484-1. Prerequisites: BUS 302 and (MKTG 302 or SSM 305 or MKTG 305) and (MGMT 302 or SSM 304 or MGMT 305).*

## **ENTR 420 (2)**

### **New Venture Marketing**

In a new venture, marketing activities are critical. The process of identifying potential consumers, researching consumers' needs, creating products or services they want, developing an interactive communication process, and creating a process for getting those products to consumers are essential to success but must be performed with entrepreneurial constraints. With a limited staff and budget, creative and innovative techniques are used to achieve the same results as a specialized staff and a large budget in well established companies. *Enrollment restricted to students who have completed all lower-division pre-business core (major status in Business Administration – i.e. attained business status).* *Prerequisites: ENTR 320 with a grade of C (2.0) or better.*

## **ENTR 421 (2)**

### **New Venture Management**

Explores the management challenges inherent in starting a new venture. The course subjects will include a survey review of the following: human resources (actions of the founder, compensation, selection), physical resource acquisition (real estate space and equipment leasing), materials sourcing, regulatory processes (licenses, certifications), negotiation strategies, and business formation. The course is designed around a hybrid instruction model including in-class discussion and outside-of-class experiential activities, field research, and WebCT discussions. In-class sessions will include rich discussion of short case studies and reading materials. The outside-of-class activities will be extensive and focused on the practical management challenges of entrepreneurship. WebCT will be used as the meeting place and reporting area for the outside of class activities. *Enrollment restricted to students who have completed all lower-division pre-business core (major status in Business Administration – i.e. attained business status).* *Prerequisites: ENTR 320 with a grade of C (2.0) or better.*

## **ENTR 422 (2)**

### **New Venture Finance**

Survey course which helps students understand the various options to finance a new venture, both those with a domestic or international focus. It also explores the relationship between financing and incorporation and discusses risk exposure as well. *Enrollment restricted to students who have completed all lower-division pre-business core (major status in Business Administration – i.e. attained business status).* *Prerequisites: ENTR 320 and FIN 302 or FIN 304 with a grade of C (2.0) or better.*

## **ENTR 423 (2)**

### **Practicum in New Venture Creation (In the Trenches with Entrepreneurs)**

Intended to provide an immersive, hands-on experience for aspiring entrepreneurs. Students will encounter and learn of the life of an entrepreneur through real-world stories and experiences of entrepreneurs discussing their business successes and failures. The focus will be on both serial

entrepreneurs, as well as nascent entrepreneurs within their first three years of starting their new venture. Students will see and experience “entrepreneurship in action” by encouraging students to bridge theory and practice while working on a project of strategic importance for an existing entrepreneurial organization. *Enrollment restricted to students who have completed all lower-division pre-business core (major status in Business Administration – i.e. attained business status). Prerequisites: ENTR 320 with a grade of C (2.0) or better.*

## **ENTR 430 (2)**

### **New Venture Development**

This is an integrative course for the Entrepreneurship track in Management and Marketing. Students work in teams to apply a broad range of skills acquired from the undergraduate business sequence by developing a business plan for a new venture of the team’s choosing. This includes: Market, product, and competitive research; analysis of competitive advantage; market analysis; fund raising strategies; establishment of a management team; evaluation of risks and contingencies from inception through post-launch, advisory board utilization, and exit strategies. *Enrollment restricted to students who have completed all lower-division pre-business core (major status in Business Administration – i.e. attained business status). Prerequisites: ENTR 320, 420, 421, 422, and 423 with a grade of C (2.0) or better.*