

Effective with the Fall 2009 semester, the Management Option is divided into two tracks: a Management and Organizations Track and an Entrepreneurship Track. Students who are beginning this option must select one of these tracks; continuing Management Option students may either continue following the requirements as found in the 2008-10 General Catalog, or they may begin following the requirements of either of these tracks.

## **Management and Organizations Track**

(55 units)

The Management and Organizations Track is designed to help students become effective leaders and managers in any organizational context. Courses in the track relate specifically to developing leadership and management competencies, understanding essential human resource practices, as well as building effective teams and organizational cultures. Required and elective courses also expose students to business and cross-cultural issues that are common in the global business environment. Most courses focus on both theory and application of management and organizational principles. The courses draw on many facets of the social and behavioral sciences to guide students in their intellectual development. Common themes are the use of people skills, the ability to analyze complex situations, and make effective decisions to achieve success in today's competitive environment.

### **Foundation of Business Courses (12 units)**

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

### **Management Core Courses (20 units)**

<b>Courses</b>	<b>Units</b>
MGMT 305	4
MGMT 415	4
MGMT 452	4
MGMT 461	4
MKTG 305	4

### **Management and Organizations Track Electives (14 units)**

A minimum of 10 units must be selected from the list of electives below. The remaining 4 units can be taken from courses in ACCT, FIN, GBM, OM, IS, MGMT, or MKTG. Students in the track cannot

take ACCT 308 for credit. A maximum of 4 units may be taken outside the College with prior approval from CoBA.

<b>Courses</b>	<b>Units</b>
ENTR 320	4
ENTR 421	2
GBM 425	4
GBM 427	2
MGMT 432	2
MGMT 445	2
MGMT 465	4
MGMT 498	1-4

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

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

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

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

## **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 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.

### **Foundation of Business Courses (12 units)**

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

### **Management Core Courses (20 units)**

<b>Courses</b>	<b>Units</b>
MGMT 305	4
MGMT 415	4
MGMT 452	4
MGMT 461	4
MKTG 305	4

### **Entrepreneurship Courses (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

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

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

### **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.*