

School of Entrepreneurship

Jack Brown Hall, Room 461

Entrepreneurship - Our program, recognized as one of the Top 35 programs globally by AACSB International, prepares students to be innovators in any context – startup ventures and small businesses, corporate entrepreneurship or social entrepreneurship. With a focus on experiential learning and ecosystem on campus to support startup activity, students will learn how to apply the entrepreneurial mindset and “Think Like An Owner!™”

The university offers concentrations in Entrepreneurship within the Bachelor of Arts in Administration (<http://bulletin.csusb.edu/colleges-schools-departments/business-public-administration/administration-ba/>) and the Master of Business Administration (<http://bulletin.csusb.edu/colleges-schools-departments/business-public-administration/mba/>). In addition, the School of Entrepreneurship offers collaborative programs with other departments including a Minor in Entrepreneurship in the Arts, a Certificate in Arts and Entrepreneurship, BA Liberal Studies - Entrepreneurship Concentration, and BS Career & Technical Studies - Entrepreneurship Concentration.

Graduate Degree

Master of Science

Entrepreneurship and Innovation (<http://bulletin.csusb.edu/colleges-schools-departments/business-public-administration/management/entrepreneurship-innovation-ms/>)

Minors

Entrepreneurship (<http://bulletin.csusb.edu/colleges-schools-departments/business-public-administration/management/entrepreneurship-minor/>)

Entrepreneurship in the Arts (<http://bulletin.csusb.edu/colleges-schools-departments/arts-letters/entrepreneurship-in-the-arts-minor/>)

Certificate

Arts and Entrepreneurship (<http://bulletin.csusb.edu/colleges-schools-departments/arts-letters/arts-and-entrepreneurship/>)

Courses

ENTR 3000. Entrepreneurship and Innovation. Units: 3

Exploration of the key concepts of entrepreneurship and innovation. Examines the sources of new ideas and innovation, how ideas move from mind to market, the facets of the entrepreneurial mindset, and how entrepreneurial models and approaches can be applied in any organizational or societal context.

ENTR 3003. Experiencing Entrepreneurship. Unit: 1

Exploration and examination of entrepreneurship, entrepreneurial characteristics and the entrepreneurial mindset through a variety of immersive experiential and reflective activities.

ENTR 3141. The Improvisational Mind. Units: 3

Development of foundational performance skills essential for success in any fast-paced, unpredictable business environment. Students will focus on developing cognitive flexibility, accessing creativity, exploring ensemble-based collaboration, mastering active storytelling, and honing their unique communication tools.

ENTR 4420. Small Business Management. Units: 3

Semester Prerequisite: ENTR 3000

Explores the importance of small business to our economy and examines key competencies needed to manage a small enterprise as owner or manager. Studies issues such as general management, accounting and finance, human relations, marketing, operations, and introduces the nuances and subtleties of these in the small business context. Formerly offered as ENTR 442.

ENTR 5155. Business Consulting. Units: 3

Quarter Prerequisite: Senior status, consent of instructor and department Supervised consulting assignments designed to provide meaningful business assistance to businesses. formerly offered as MGMT 515.

ENTR 5260. Global Entrepreneurship. Units: 3

Entrepreneurial process in a global context as it relates to recognizing ideas, marshaling resources, developing networks and creating the strategy for a new cross-border venture. Formerly offered as MGMT 526.

ENTR 5410. Commercializing Entrepreneurial Innovation. Units: 3

Examines the process of commercializing innovations and emerging technologies in entrepreneurial driven companies. Focus on understanding the innovation process and the strategy, tactics and behaviors necessary to manage the transition from basic development stages to commercial venture; intellectual property law and protection, technology transfer and licensing. Formerly offered as ENTR 541.

ENTR 5430. Ideation and Creative Problem Solving. Units: 3

Examination of the process of generating, developing and evaluating ideas to launch innovative and viable new ventures. Focus on identifying the difference between ideas and opportunities and the role of ideation, observation and creative problem solving. Formerly offered as ENTR 543.

ENTR 5440. Developing the New Venture. Units: 3

Semester Prerequisite: ENTR 5430. Quarter Prerequisite: ENTR 543

Introduction to the process of developing a new venture concept. Focus on transitioning ideas into a viable business venture with special emphasis on developing a sustainable business model and a hands-on business planning experience. Formerly offered as ENTR 544.

ENTR 5450. Resources for the Entrepreneur. Units: 3

Strategies and techniques employed by entrepreneurs to identify and access critical resources. Special emphasis on developing resource projections, negotiation, marshaling internal and external resources and team formation. Formerly offered as ENTR 545.

ENTR 5470. Managing a Growing Business. Units: 3

Study of the basic strategy and tactics to manage growing enterprises while still maintaining an entrepreneurial spirit. Examines the role of management decision making, management control systems, short- and long-term planning, and entrepreneurship in managing growing companies. Formerly offered as ENTR 547.

ENTR 5490. Launching the Entrepreneurial Venture. Units: 3

An exploration of the key processes and methods involved in positioning and establishing new enterprises. Formerly offered as ENTR 549.

ENTR 5550. Entrepreneurship in Action: Corporate, Social and Family Business Approaches. Units: 3

An exploration of how entrepreneurial approaches are effectively applied in differing contexts, including large corporations, nonprofit organizations and closely-held family business firms. Focus on understanding the barriers and opportunities to entrepreneurship that are unique to each context through applied case analysis.

ENTR 5755. Internship. Unit: 1

Semester Prerequisite: Consent of college internship coordinator. Quarter Prerequisite: senior standing preferred; consent of instructor and the departments internship coordinator

Supervised work and study in private or public organizations. May be repeated for credit. A total of six units of Jack H. Brown College of Business and Public Administration 5753 or 5755 courses may be applied toward graduation. Graded credit/no credit.

ENTR 5915. Contemporary Topics in Entrepreneurship. Unit: 1

Analysis and discussion of selected topics relevant to entrepreneurship.

ENTR 5930. Contemporary Topics in Entrepreneurship. Units: 3

Analysis and discussion of selected topics relevant to entrepreneurship. Formerly offered as MGMT 590C.

ENTR 5951. Independent Study. Unit: 1

Semester Prerequisite: Junior status, or graduate status
Special topics involving library and/or field research. A total of 8 units in any Jack H. Brown College of Business and Public Administration 5951, 5952, 5953, 5955 may be applied toward graduation. Consent of instructor and approval by the department of a written project/proposal submitted to the appropriate department in the Jack H. Brown College of Business and Public Administration on a standard application filed in advance of the semester in which the course is to be taken. Course is cross-listed across different departments within the college.

ENTR 5952. Independent Study. Units: 2

Semester Prerequisite: Junior status, or graduate status
Special topics involving library and/or field research. A total of 8 units in any Jack H. Brown College of Business and Public Administration 5951, 5952, 5953, 5955 may be applied toward graduation. Consent of instructor and approval by the department of a written project/proposal submitted to the appropriate department in the Jack H. Brown College of Business and Public Administration on a standard application filed in advance of the semester in which the course is to be taken. Formerly offered as 595B. Course is cross-listed across different departments within the college.

ENTR 5953. Independent Study. Units: 3

Semester Prerequisite: Junior status, or graduate status
Special topics involving library and/or field research. A total of 8 units in any Jack H. Brown College of Business and Public Administration 5951, 5952, 5953, 5955 may be applied toward graduation. Consent of instructor and approval by the department of a written project/proposal submitted to the appropriate department in the Jack H. Brown College of Business and Public Administration on a standard application filed in advance of the semester in which the course is to be taken. Formerly offered as 595D. Course is cross-listed across different departments within the college.

ENTR 5955. Independent Study. Unit: 1

Semester Prerequisite: Junior status, or graduate status
Special topics involving library and/or field research. A total of 8 units in any Jack H. Brown College of Business and Public Administration 5951, 5952, 5953, 5955 may be applied toward graduation. Consent of instructor and approval by the department of a written project/proposal submitted to the appropriate department in the Jack H. Brown College of Business and Public Administration on a standard application filed in advance of the semester in which the course is to be taken. Course is cross-listed across different departments within the college.

ENTR 5980. Reflective Essay. Units: 0

Semester Prerequisite: Completion of or concurrent enrollment in all courses in the Entrepreneurship concentration, Entrepreneurship minor, or the Certificate in Arts & Entrepreneurship. Quarter Prerequisite: Completion of or concurrent enrollment in all courses in the Entrepreneurship concentration or Entrepreneurship minor
Submission of a reflective essay based on specified program guidelines. Consent required. Graded credit/no credit. Formerly offered as ENTR 598.

ENTR 6210. Entrepreneurship and New Ventures. Units: 3

Study of the entrepreneurial process. Focus on the characteristics and mindset of entrepreneurs, ideation and innovation, startup models, risk mitigation, analyzing emerging opportunities, resource creativity, ethics and guerrilla tactics. Formerly offered as ENTR 621.

ENTR 6230. Exploring Entrepreneurial Opportunities. Units: 3

Semester Prerequisite: ENTR 6210. Quarter Prerequisite: ENTR 621
Study of the exploration process for new venture concepts. Focus on examining the tools and processes involved in developing a new venture, including formulation of a sustainable business model, performing a comprehensive feasibility analysis, concept testing and business planning. Formerly offered as ENTR 623.

ENTR 6961. Entrepreneurial Immersion 1. Units: 2

Semester Prerequisite: Advancement to candidacy, written approval of the student's graduate project committee and approval of the graduate (MSEI) director

Independent graduate research. Students will work under the direction of a faculty member to develop an entrepreneurial venture project. This course is a prerequisite for ENTR 6962.

ENTR 6962. Entrepreneurial Immersion 2.**Unit: 1**

Semester Prerequisite: ENTR 6961

Independent graduate research. Students will work under the direction of a faculty member to develop and finalize an entrepreneurial venture project.

ENTR 6980. Reflective Essay. Units: 0

Semester Prerequisite: Completion of or concurrent enrollment in all courses in the MS in Entrepreneurship and Innovation or the MBA Entrepreneurship focus area. Quarter Prerequisite: Completion of or concurrent enrollment in all courses in the Entrepreneurship focus area courses

Submission of a reflective essay based on specified program guidelines. Formerly offered as ENTR 998.