



Bachelor of Arts in Business Administration Entrepreneurship

College of Business and Economics

Why should I study entrepreneurship in the College of Business and Economics at Cal State Fullerton?

The entrepreneurship concentration in the College of Business and Economics is a smart choice if you want to live and succeed in Orange County. Following graduation, 85 percent of Cal State Fullerton's alumni choose to remain in Orange County, and according to data published by the California Economic Development Department, Orange County is home to 82,000 small businesses – many owned by our graduates. In addition, 81 percent of the Orange County workforce is self employed or employed by a small business. Whether you want to start your own business, or you wish to seek a challenging career close to home, a concentration in entrepreneurship gives you the opportunity to prepare for leadership roles and rapid advancement.

Fast-growing, entrepreneurial organizations need key players with the “right stuff” to fuel and sustain growth of new ventures. There are fewer limitations in entrepreneurial organizations, and it's up to you to make the most of that freedom. The College of Business and Economics' concentration in entrepreneurship will give you the opportunity to develop the specialized skills and expertise needed to fit in and profit from the entrepreneurial experience.

In addition to core business skills, you will learn how to:

- Deal effectively with risk
- Be results oriented
- Develop your growth potential
- Focus your energy to get more done in less time
- Be a team player
- Hone your multitasking ability
- Be improvement oriented

What are some of the rewards offered by entrepreneurship ventures?

Eighty percent of all people earning over \$250,000 a year are small business owners. Over 24 million small business owners pay taxes – totaling more than 50 percent of all tax dollars and 99 percent of all business taxpayers. Beyond financial rewards, you can earn an unmatched sense of accomplishment, self



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respect and the respect of others by creating new ventures and making them work. It is a great feeling to create jobs and help people advance themselves and their families. Entrepreneurs are the unsung heroes of our economy and our culture, and often they are the “millionaires next door” living quietly and contributing greatly. The majority take leadership roles in civic, social, religious, and sports organizations in your community. You can join their ranks and make a difference.

Why should I choose the entrepreneurship concentration?

This is a multidisciplinary concentration that prepares students for small business ownership, management and consulting. Students are exposed to different concepts and expertise required for managing small businesses, and they are provided with opportunities to serve as consultants for small businesses. Teams of students develop product and service concepts for new ventures, as well as a business plan that addresses marketing, financial and operational issues. In the final course of the concentration, student teams have the opportunity to launch their new venture.

What are the program requirements?

This program leads to a Bachelor of Arts in Business Administration with a concentration in Entrepreneurship. To earn the degree, all students are required to complete the university's general education requirements, as well as the following three areas of the business administration major:

Business Administration Core (51 units)

All students in business administration are required to complete a common body of core requirements covering the foundation areas of business administration and global business.

Lower Division: Accounting 201A, 201B; Business Admin 201; Economics 201, 202; Management 246; Info Sys/Decision Sci 265; Math 130 or 135 or 150A.

Upper Division: Business Admin 301; Economics 310 or 315 or 320; Finance 320; Management 339, 340; Marketing 351; Info Sys/Decision Sci 361A and 361B; Global Business Elective.

Specialized Courses in the Concentration (18 units)

The entrepreneurship concentration includes six, three-unit courses. The first four advanced seminar courses provide the critical knowledge and experience you will need to successfully launch new businesses, either independently or within companies. These courses may be taken in any order and provide the foundation for completing the last two-course sequence required in the concentration. Each preparatory course provides students with hands-on experience with entrepreneurs.

Management 461 Entrepreneurial Management - covers general management issues for new ventures, including planning, organization and control, with an emphasis on setting systems to better serve the new venture's customers.

Marketing 462 Marketing for Entrepreneurs - covers market analysis for new products and services, competitive analysis, alternatives for entering markets, associated costs, and launch feasibility.

Accounting 463 Accounting for Entrepreneurs - covers accounting system design for new ventures, budgeting, purchasing, collections, payroll, taxes, safeguards against error and embezzlement, financial reports, cash management, and banking relationships.

Management 464 Entrepreneurial Leadership - Coverage of leadership roles, organizational development and human resource management for new ventures. Specific topics will include job design, job specification, recruitment, selection, compensation, benefits, training, team building, performance review, rewards, and incentive plans.

The concentration is completed with the following two-course sequence in which students form new venture teams.

Management 465A New Venture Creation and Funding - Student teams will develop product and service concepts for new ventures, test the concepts, design operating systems, and develop financial forecasts. The students will develop and present the business plans to funding panels of successful entrepreneurs and financial experts. New ventures may be startup businesses or new profit centers within existing businesses.

Management 465B New Venture Launch - Experienced professors and entrepreneurs will combine their expertise to guide student teams through the launch of a new venture. The ventures may be startup businesses or new profit centers within existing businesses.

Required Capstone Core Course (3 units)

The program culminates with the capstone course, Management 449 Seminar in Strategic Management. This seminar provides an additional focus on what has been learned in the core and concentration through applications in significant, current and real business problems.

How can Cal State Fullerton's Center for Entrepreneurship promote success?

The College of Business and Economics' Center for Entrepreneurship supports entrepreneurial education and research at the university and creates linkages to the region's emerging growth companies. The purpose of the center is to develop skilled and knowledgeable entrepreneurial leaders who will successfully compete in the ever-changing business climate. Faculty, students and alumni entrepreneurs work together to create an exciting, high-energy entrepreneurial culture. Both before and after graduation, Cal State Fullerton students can take advantage of benefits that include:

- Self-employment needs assessment and goal setting
- Mentoring opportunities by successful local entrepreneurs

- Exposure to an inside view of entrepreneurial companies
- Hands-on experience working with entrepreneurs
- Assistance with starting your own business
- Access to an extensive alumni and adviser network
- Ongoing advice as your business grows

What activities can I join?

The Young Entrepreneurship Society (YE\$!) is very active on campus and has a lot to offer. The focus of YE\$ is to promote an entrepreneurial spirit and to organize students interested in the field of entrepreneurship. Participants enjoy networking opportunities with students and faculty members, and with business owners throughout Orange County. You can learn from exciting guest speakers and network with peers at fun social activities.

Where can I get more information?

Academic advising can be obtained in the Business Advising Center located in Langsdorf Hall 731. Students can find out about admission requirements, course information and graduation requirements. The center is open Monday through Thursday on a walk-in basis. For further information and specific hours, call (714) 278-2211, or e-mail bizdoc@fullerton.edu.

To learn more about this program, visit the Department of Management, located in Langsdorf Hall 640, or call (714) 278-2251. You can also visit our website at www.business.fullerton.edu/management/.