Minor Change to an Undergraduate Program

Program Name: Entrepreneurship & Small Bus. Mgmt.

Complete only if applicable
Program named above is:

☐ Option within ____________________________
(degree program name)

☐ Advising Pattern within ____________________________
(option name)

within ____________________________
(degree program name)

☑ Minor

☐ Certificate

☐ Changes being made affect a subject matter preparation or credential program.

Brief rationale for change:
The purposes of the change are to reduce the current minor's 21-23 units to 18 to make the minor more accessible for students in high-unit majors and to tailor the elective list to enhance learning. BLAW 450 and MGMT 490 address pertinent issues in entrepreneurship. MGMT 389C will replace MGMT 389K as an internship alternative that will foster better flow for students.

Does the proposed change enhance or support the Diversity Action Plan (see definition & Task 3.1)? No If yes, please explain.

Required Signatures

The Department of Management has reviewed and approves this program change

[Signature] 5/6/17
Chair, Department Curriculum Committee

[Signature] 5/25/17
Department Chair

The College of Business has reviewed and approves this program change

[Signature] 5/6/17
Chair, College Curriculum Committee

[Signature] 5/26/17
College Dean

Send signature page with proposal attached to Curriculum Services at Undergraduate Education, zip 128 Curriculum Technical Review Completed

Date

CSU Chico Curriculum Services

MAY 30 2017

RECEIVED
The Minor in Entrepreneurship and Small Business Management

This minor is open to all majors, including those in Business Administration and Business Information Systems options other than Entrepreneurship and Small Business Management.

Course Requirements for the Minor: 23 units

The following courses, or their approved transfer equivalents, are required of all candidates for this minor.

**Foundation: 9 units**

Note: MGMT 450, MGMT 451, AND MGMT 452 must be taken in sequence.

3 courses required:

- MGMT 450  Introduction to Entrepreneurship  3.0  FS
  Prerequisites: Junior standing or faculty permission.

- MGMT 451  Business Plan Development and Financing  3.0  FS
  Prerequisites: MGMT 450.

- MGMT 452  Launching and Managing the New Ventures  3.0  FS
  Prerequisites: MGMT 451; (may be taken concurrently).

**Business Electives: 18 units**

4 courses selected from:

- BLAW 415  Entrepreneurship Law  3.0  FS
  Prerequisite: MGMT 450 (may be taken concurrently).

- BLAW 450  Intellectual Property Law  3.0  SP

- MGMT 444  Managing Project Teams  3.0  FS
  Prerequisites: MGMT 303 or faculty permission.

- MGMT 453  Social Entrepreneurship  3.0  FA
  Prerequisites: MGMT 450.

- MGMT 454  Family Business Ventures  3.0  SP
  Prerequisite: MGMT 450.

- MGMT 455  Web-Based Entrepreneurship  3.0  FS
  Prerequisite: MGMT 450.

- MGMT 456  Entrepreneurial Analytics  3.0  FS
  Prerequisites: FINA 307, MGMT 450.

- MGMT 470  Business Dynamics  3.0  FS
  Prerequisites: Junior standing, completion of the BADM lower division core, or faculty permission.

- MGMT 389C  Internship in Management  3.0  FS

Nonbusiness majors must meet with Business Advising (GLNN 321, 530-898-4480) and formally declare the minor prior to enrolling in courses.
Prerequisites: MGMT 303 and faculty permission

MGMT 489K Internship in Entrepreneurship and Small Business Management 3.0 INQ

Prerequisite: MGMT 451 (may be taken concurrently) and faculty permission.

MGMT 489B Practicum in Entrepreneurship and Small Business Management 3.0 INQ

Prerequisite: MGMT 451 (may be taken concurrently) and faculty permission.

MGMT 498 Special Topics in Management 1.0 - 3.0 FS

Prerequisites: Senior standing.

Note: MGMT 498 must be taken for 3 units.

MKTG 380 Marketing Research 3.0 FS

Prerequisites: BADM 103 or MATH 105, MKTG 305.

MKTG 465 E-Marketing 3.0 FA

Prerequisites: MKTG 371.

MKTG 468 Entrepreneurial Marketing 3.0 FS

Prerequisite: MKTG 305; MGMT 450 or MKTG 371.

MKTG 473 Strategic Personal Selling 3.0 FS

Prerequisites: MKTG 371.

**Domain Knowledge: 6-8 units**

The Domain Knowledge requirement is intended to convey the concept that students' expertise in the domain of their majors is the likely basis for their new-venture ideas. The requirement permits students in any major to apply 6-8 units from their major to the completion of this minor.

Students in all majors select 2 courses as follows:

Any two required upper-division courses in the student's major.