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## ENTREPRENEURSHIP APPLIED TRACK

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- The Applied track is designed for students that want to launch their business idea while still in college or just after graduation.
- Our program gives you the opportunity to work with other majors such as media arts students for branding kits, engineering students for apps or products.
- Present your business ideas and potentially receive capital from the Chico State Accelerator Fund.
- Earn course credit for reaching various milestones for your business idea such as submitting to national competitions, launching a crowdfunding campaign, or working with other startups.

***This highly experiential program will help you develop new ways of thinking and creating. Classes are interactive and encourage questioning along with action.***

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### ***BRING YOUR IDEAS TO LIFE!***

Collaborative efforts include:

- Partnering with Media Arts for Initial Brand Concept Development.
- Collaboration with MakerSpace in Meriam Library for initial prototype sketch.
- Product Concept collaboration with Engineering for prototype development.
- Teaming with Computer Science Engineering for App or Website Concepts for software development.
- Working closely with faculty on the continued project oversight and assistance with access to funds, such as the Center for Entrepreneurship Accelerator Fund, to make your idea a reality.

Have more questions? Talk to the experts at the Center for Entrepreneurship in Glenn Hall 221.

Dr. Colleen Robb, Director  
[ccrobb@csuchico.edu](mailto:ccrobb@csuchico.edu) 530-898-4894  
Center for Entrepreneurship  
GLENN 221



**CALIFORNIA STATE UNIVERSITY, CHICO**  
**COLLEGE OF BUSINESS**  
**CATALOG: 2018-2019**  
**ESBM Minor APPLIED TRACK SEQUENCING (18 units)**

NAME: \_\_\_\_\_

ID #: \_\_\_\_\_

**Foundation:**

**3 courses (9 units) required:**

|  | Met | IP | Needed |
|--|-----|----|--------|
| MGMT 450 Introduction to Entrepreneurship (3)<br>Preq: Junior standing or faculty permission.  |     |    |        |
| MGMT 451 Business Plan Development & Financing (3)<br>Preq: MGMT 450.  |     |    |        |
| MGMT 452 Launching & Managing New Ventures (3)<br>Preq: MGMT 451 (may be taken concurrently). <b>MGMT 489B substituted for APPLIED TRACK STUDENTS.</b> |     |    |        |

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

**Business Electives:**

**1 course (3 units) selected from:**

|  | Met | IP | Needed |
|--|-----|----|--------|
| BLAW 415 Entrepreneurship Law (3)<br>Preq: MGMT 450 (may be taken concurrently).   |     |    |        |
| BLAW 450 Intellectual Property Law (3) (Spring Only)   |     |    |        |
| MGMT 444 Managing Project Teams (3)<br>Preq: MGMT 303 or faculty permission.   |     |    |        |
| MGMT 453 Social Entrepreneurship (3) (Fall Only)<br>Preq: MGMT 450.  |     |    |        |
| MGMT 454 Family Business Ventures (3) (Spring Only)<br>Preq: MGMT 450.   |     |    |        |
| <b>MGMT 455 Web-Based Entrepreneurship (3)</b><br><b>Prereq: MGMT 450. Suggested for APPLIED TRACK.</b>  |     |    |        |
| MGMT 456 Entrepreneurial Analytics (3)<br>Prereq: FINA 307, MGMT 450.  |     |    |        |
| MGMT 470 Business Dynamics (3)<br>Preq: Junior standing.   |     |    |        |
| <b>MGMT 389K Internship in Entrepreneurship &amp; Small Business Management (3)</b><br><b>Preq: MGMT 451 (may be taken concurrently), faculty permission. Suggested for APPLIED TRACK.</b> |     |    |        |
| MGMT 489B Practicum in Entrepreneurship/Sm Bus Management (3) (Fall Only)<br>Preq: MGMT 451 (may be taken concurrently) and faculty permission   |     |    |        |
| MGMT 498 Special Topics in Management (1-3)<br>Preq: Senior Standing. Must be taken for 3 units  |     |    |        |
| MKTG 380 Marketing Research (3)<br>Preq: MATH 108, MKTG 305.   |     |    |        |
| MKTG 465 E-Marketing (3)(Fall Only)<br>Preq: MKTG 371.   |     |    |        |
| MKTG 468 Entrepreneurial Marketing (3)<br>Preq: MKTG 305; MGMT 450 or MKTG 371.  |     |    |        |
| MKTG 473 Strategic Personal Selling (3)<br>Preq: MKTG 371.   |     |    |        |

**Domain Knowledge:**

**2 courses (6 units) selected from:**

|   | Sem | Units | Grade |
|---|-----|-------|-------|
| Required upper division course in student's major |     |       |       |
| Required upper division course in student's major |     |       |       |

**MGMT 455 or MGMT 389K are suggested for applied track. Choose one.**