

ENTREPRENEURSHIP & SMALL BUSINESS MANAGEMENT



- Contrary to popular belief, entrepreneurship students get jobs! Employers actively seek out entrepreneurial skills on resumes.
- A highly experiential program that allows you to build your leadership and communication skills, grow your professional network and develop ideas.
- You will get the opportunity to work with other majors such as media arts students for branding kits, and engineering students for apps or products.
- Students have the opportunity to present their business ideas and potentially receive capital from the Chico State Accelerator Fund.

Is an Entrepreneurship Major right for you?

The era of getting a job and keeping it for thirty years is over—a student must gain skills that help define their own career. Entrepreneurship provides a toolbox that emphasizes creativity, innovation, collaboration, and team-building. Entrepreneurship classes increase the chance of success in business by teaching key techniques such as how to perform customer discovery and validation, how to measure market size, and proper evaluation of the key metrics of the economics of a business.

Do you want to launch or grow your own business while still in school? Be sure to ask an advisor about our Applied Entrepreneurship Track.

Courses for Entrepreneurship Major (24 units)

Required Courses:

- Introduction to Entrepreneurship
- Business Plan Development & Financing
- Entrepreneurial Marketing
- Launching & Managing New Ventures
- Entrepreneurship Law
- Entrepreneurial Analytics

See back for additional details and specific course requirements.



Foundation:

3 courses (9 units) required:

	Met	IP	Needed
MGMT 450 Introduction to Entrepreneurship (3) Preq: Junior standing or faculty permission.			
MGMT 451 Business Plan Development & Financing (3) Preq: MGMT 450.			
MGMT 452 Launching & Managing New Ventures (3) Preq: MGMT 451 (may be taken concurrently).			

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