

# ENTREPRENEURSHIP (ENTR)

## ENTR 101 | CREATING AND GROWING SUSTAINABLE VENTURES

**Units: 3 Repeatability: No**

This course focuses on introducing undergraduate students on how to create new sustainable ventures that maximize value for all their stakeholders, as well as, how to scale and grow them once they have been founded. The course will include some personal exploration of entrepreneurial mindset and skills, exploration of career interests as well as provide an understanding of the key aspects of business creation and growth. The major themes addressed are: (a) introduction to entrepreneurship and business disciplines (b) major selection, (b) career preparation, (c) entrepreneurial thinking and practice (d) working in teams (e) communication (f) business ethics.

## ENTR 294 | SPECIAL TOPICS IN ENTREPRENEURSHIP

**Units: 1-4 Repeatability: Yes (Repeatable if topic differs)**

An overview and analysis of selected topics in entrepreneurship. The course may be repeated if the topic changes. Prerequisites may change depending on the topic.

## ENTR 299 | INDEPENDENT STUDY

**Units: 1-3 Repeatability: Yes (Can be repeated for Credit)**

Independent study including empirical research and written reports. Approval is required by instructor, department chair and dean.

## ENTR 302 | FAMILY BUSINESS

**Units: 3 Repeatability: No**

Prerequisites: MGMT 300

Family-owned businesses make up as much as 80 percent of all U.S. businesses, including 175 of the Fortune 500. They face different challenges than their non-family-owned peers. This course discusses ways in which family-owned businesses are unique, stressing some of the special challenges they face, such as: grooming a management successor from within the family; implementing an estate plan to pass ownership of the business to the proper individuals while avoiding our confiscatorial estate tax; techniques for resolving family conflicts that erupt in the business and business conflicts that threaten to destroy the family; setting fair compensation for family members and non-family employees; and motivating non-family employees to support the family's goals. Family business is a cross-functional, multi-disciplinary study which includes aspects of management, communications and conflict resolution, law, estate planning, accounting and taxation, and family counseling. (This is equivalent to MGMT 302.).

## ENTR 304 | ENTREPRENEURSHIP AND NEW VENTURES

**Units: 3 Repeatability: No**

An examination of the problems and processes for launching and/or purchasing business ventures. Topics include the nature and role of the entrepreneur, identifying and assessing potential opportunities for new ventures, structuring and staffing the new venture, preparing the business plan, attracting venture capital, and dealing with key legal issues. Note: Students are eligible to register for this course after successfully completing 45 units and the course prerequisites. (This course is equivalent to MGMT 304.).

## ENTR 308 | SMALL BUSINESS MANAGEMENT

**Units: 3 Repeatability: No**

Prerequisites: FINA 300 and MGMT 300 and MKTG 300

Application of the basic business disciplines to the small business environment. Examines both growth-oriented small firms on the way to becoming large firms and small, income-substitution firms. Issues include: managing to provide for the survival and growth of the small business; how smallness influences management processes such as recruitment and motivation of employees; and how smallness influences marketing, finance, operations, and other functional areas within the small firm. (Course is equivalent to MGMT 308.).

## ENTR 310 | INNOVATION AND DESIGN THINKING

**Units: 3 Repeatability: No**

Teaches an iterative problem solving process of discovery, ideation, and experimentation using design-based techniques. Students develop insights and innovative solutions for diverse issues in business and public management. Introduces innovation and entrepreneurship. Note: Students are eligible to register for this course after successfully completing 45 units and the course prerequisites. (Course is equivalent to MGMT 310.).

## ENTR 312 | GLOBAL SOCIAL ENTREPRENEURSHIP

**Units: 3 Repeatability: No**

**Core Attributes: Global Diversity level 2**

Prerequisites: MGMT 300

Global social entrepreneurship is about how to frame problems and devise solutions for the world's most pressing challenges. Through experiential learning and case discussion, students will acquire knowledge and capabilities for the creation of social ventures. The course invites exploration of social innovations that have transformed the world. Students will learn how to combine business and management skills with imagination, passion, empathy and courage to effectively tackle social problems. (Course is equivalent to MGMT 312.).

## ENTR 320 | EMERGING TRENDS IN ENTREPRENEURSHIP

**Units: 3 Repeatability: No**

The objective of this course is to introduce students to the many current issues and trends in entrepreneurship today. Successful entrepreneurs, legal experts, financiers, technology experts, and consultants are invited to class so that students can hear from them first-hand to explore what lies on the entrepreneurial horizon. This class also provides excellent networking opportunities. Upon completion of the course, students will have insights into the current trends, opportunities, and challenges of entrepreneurship. Note: Students are eligible to register for this course after successfully completing 45 units.

## ENTR 333 | TORERO VENTURES LAB

**Units: 3 Repeatability: No**

The purpose of the Torero Ventures Lab is to provide real-world, hands-on learning to enable students to start their own sustainable ventures. The course is experiential in nature where students work in teams to bring their ideas into reality by working with customers, mentors, investors, partners, and other key stakeholders. Students will learn to confront the ambiguity, uncertainty, and the messiness inherent in the startup process, and navigate these to bring their ideas one step closer to the launch stage. In this course through a combination of lectures, interaction with potential customers and investors, live case studies, and readings, students will be able to create a sustainable business model for their new ventures, understand the concepts of customer discovery and prototyping, identify key practices involved in founding a startup, work in interdisciplinary teams to understand how to build and work in startup teams and learn from failures to develop a workable business model. Note: Students are eligible to register for this course after successfully completing 45 units and the course prerequisites. (Course is equivalent to MGMT 333.).

## ENTR 494 | SPECIAL TOPICS IN ENTREPRENEURSHIP

**Units: 1-4 Repeatability: Yes (Repeatable if topic differs)**

An overview and analysis of selected topics in entrepreneurship. The course may be repeated if the topic changes. Prerequisites may change depending on the topic.

**ENTR 496 | UNDERGRADUATE RESEARCH**

**Units: 1-3 Repeatability: Yes (Can be repeated for Credit)**

Students develop and/or assist in research projects in various fields of entrepreneurship under the supervision of a faculty member. Students will meet with a faculty member, with whom a research relationship is established, on an on-going basis to discuss the research project, assess the student's role and responsibilities, and to discuss the process of conducting scholarly research. Students may participate in a range of research activities, including but not limited to: survey construction and design, project management, participant solicitation, experimental research, qualitative interviewing, focus group moderation, fieldwork, literature searches, data entry, data analysis, critical analysis, political economy inquiries, and writing of instruments and manuscripts. Students must register with a specific faculty member with whom they complete a contract outlining the roles and responsibilities of the student and faculty member. A maximum of three units of undergraduate research may be used to satisfy requirements for the major. Requires professor's and department chair's approvals.

**ENTR 499 | INDEPENDENT STUDY**

**Units: 1-3 Repeatability: Yes (Can be repeated for Credit)**

Independent study including empirical research and written reports. A maximum of three units of independent study may be used to satisfy requirements for the major.