

## Entrepreneurial/Small Business Management

College of Business ■ Undergraduate Programs

### Degrees and Programs Offered

Bachelor of Science in Business Administration:  
 Concentration in Entrepreneurial/Small Business Management  
 Minor in Entrepreneurial/Small Business Management  
 Master of Business Administration

### Career Options

This program is offered by the Department of Management and is designed for individuals who want to: start a business of their own; work in an existing, new, or smaller business; or provide services to new and smaller firms (e.g., accountants, bankers, consultants).

The large number of new and small businesses in the San Francisco Bay Area, and the increasing importance of the service sector in the nation's economy, indicate the need for this program. Employment opportunities exist in new businesses and franchise and branch operations, as well as in small corporations and family businesses. The need for more professional and effective managers has been stressed by the Small Business Administration, trade groups and educators.

Apple, Yahoo! and Google may get all the attention, and we all know that the Media Gulch is the hottest South of Market neighborhood, but the Bay Area is home to a great many small businesses in a wide variety of other fields, including food service and restaurants, import-export, light manufacturing, wholesale-retail and graphic design. The list includes most every type of business there is or can be imagined.

So whether you want to show the world what multimedia really means or run a neat little restaurant, the Entrepreneurial/Small Business Management program here at SFSU can help you get started—and more importantly, help you succeed!

The major was completely redesigned in 1999 with the help of Bay Area entrepreneurs and it now focuses on providing students with the kinds of courses, assignments and projects that develop the skills and abilities it takes to succeed, not just to start. All required courses emphasize hands-on learning and significant amounts of practice so you can develop and polish your skills in finding and evaluating opportunities, building and maintaining an effective network, using precision marketing tactics, outsourcing, running a virtual company, finding money, managing cash flow, and growing and managing the company after you launch it. A semester-long internship with a new business will provide the opportunity to learn from and in a "living case." The electives offered prepare you for the various types of entrepreneurship you may choose at different times in your career—you have more choices than just starting a new business!

Because the Entrepreneurial/Small Business Management program is committed to your ultimate success, we insist on setting you up to succeed. Taking courses in the major is permitted only after you have finished several core courses that form the foundation for successful entrepreneurship, so when you take courses in the major, you are prepared. We can even help top students start their ventures if qualified for our incubator program.

If you have any questions or want to learn more about the opportunities available at the Ohrenschall Center, please contact us or visit our Web page at [www.sfsu.edu/~cfe](http://www.sfsu.edu/~cfe).

All Entrepreneurial/Small Business Management majors must complete the following business core requirements or their equivalents.

### Program Requirements

The Bachelor of Science in Business Administration requires a minimum of 120 units for graduation. All business majors are required to complete 63 lower- and upper-division units in business and economics, including work in the major field and elective courses, as well as six units of prerequisite courses.

Approved community college courses may be substituted for the courses marked with an asterisk (\*). Lists of acceptable courses from nearby community colleges may be obtained by visiting the College of Business Student Services Web site: [www.sfsu.edu/~cobssc](http://www.sfsu.edu/~cobssc) and [www.assist.org](http://www.assist.org). For colleges not included on the list a detailed description of the course must be submitted to an advisor in the College of Business for evaluation. Community college courses are not accepted to meet the requirements of any upper division course (numbered 300 or above).

### Bachelor of Science in Business Administration: Concentration in Entrepreneurial/Small Business Management

#### Prerequisites to Core Courses

DS 110	Mathematical Analysis for Business	FIN 350	Business Finance
or		BUS 360	Business Communication
MATH 110	Business Calculus	ISYS 363	Information Systems for Management
ECON 100	Introduction to Macroeconomic Analysis	MGMT 405*	Introduction to Management and Organizational Behavior
ISYS 263	Introduction to Information Systems	MGMT 407*	Economics for Managers
		or	
<b>Core Courses</b> (42 units)		DS 411	Decision Modeling with Spreadsheets
ECON 101	Introduction to Microeconomic Analysis	DS 412	Operations Management
ACCT 100	Principles of Financial Accounting	MKTG 431	Marketing
ACCT 101	Principles of Managerial Accounting	BUS 682*	Seminar in the Environment of Business
DS 212	Business Statistics I	BUS 690*	Seminar in Business Policy and Strategic Management
IBUS 330	International Business and Multicultural Relations		

continued on reverse



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## FOR MORE INFORMATION

### Department of Management

BUS 310

415-338-2138

E-mail: mgmtdept@sfsu.edu

Web: <http://www.sfsu.edu/~mgmt>

### How to apply

Apply online through CSUMentor:

[www.csumentor.edu](http://www.csumentor.edu). It's the

easiest and fastest way to apply.

For more information about

SFSU admissions, visit the SFSU

Prospective Student Web site:

[www.sfsu.edu/prospect](http://www.sfsu.edu/prospect).

### Reaching SFSU by mail

To reach any SFSU department

or program by mail, write to the

specific office, followed by:

San Francisco State University

1600 Holloway Avenue

San Francisco, CA 94132

### By phone

University Information

415/338-1111

### Admissions Office

415/338-1113

E-mail: [ugadmit@sfsu.edu](mailto:ugadmit@sfsu.edu)

### SFSU on the Internet

For access to the University Bulletin

(catalog), Class Schedule, and other

campus information, visit SFSU on

the Web: [www.sfsu.edu](http://www.sfsu.edu)

## Concentration Course Requirements (21 units)

Students must have a minimum grade point average of 2.0 in all concentration courses. Undergraduate majors may not take departmental concentration courses on a CR/NC basis (unless that is the only grading option available).

### Concentration Requirements

MGMT 430 Introduction to Entrepreneurship I

MGMT 431 Introduction to Entrepreneurship II

MGMT 432 Entrepreneurial Strategy and Tactics

MGMT 433 Building the Venture

MGMT 437 Entrepreneurial Internship

6 units selected on advisement from the following:

ACCT 303 Accounting for Financial Analysis

ACCT 451 Accounting, Finance, and Tax

for the Smaller Business

BUS 120 Legal Environment of Business

COMM 250 Argumentation and Advocacy

COMM 365 Argumentation and Debate

DAI 405 How to Develop, Patent,

and Market an Idea

FIN 365 Real Estate Principles

IBUS 430 Small Business

Import/Export Management

IBUS 590 International Environmental Analysis

ISYS 464 Managing Enterprise Data

MKTG 436 Retail Management

MKTG 443 Sales Promotion and Publicity

MKTG 633 Consumer Behavior

MGMT 436 Family Business Dynamics

**Total**

**63**

## Minor in Entrepreneurial/Small Business Management

A minimum 2.0 GPA is required for the Entrepreneurial/Small Business Management minor and at least 50 percent of courses must be taken in residence. Except in cases of credit by examination, no more than six units of the Entrepreneurial/Small Business Management minor may be offered on a CR/NC basis.

### Minor Program Required Courses

ACCT 300 Accounting and Finance Reporting

ACCT 451 Accounting, Finance, and Tax for the

Smaller Business

MGMT 430 Introduction to Entrepreneurship I

MGMT 431 Introduction to Entrepreneurship II

MGMT 432 Entrepreneurial Strategy and Tactics

MGMT 433 Building the Venture

### Elective Courses

6 units selected from any area related to the student's career goals (with approval of an Entrepreneurial/Small Business Minor adviser)

**Total**

**24**