

CALIFORNIA STATE UNIVERSITY CHANNEL ISLANDS

**NEW COURSE PROPOSAL**

PROGRAM AREA BUSINESS & ECONOMICS

**1. Catalog Description of the Course.** *[Include the course prefix, number, full title, and units. Provide a course narrative including prerequisites and co requisites. If any of the following apply, include in the description: Repeatability (May be repeated to a maximum of \_\_\_ units); time distribution (Lecture \_\_\_ hours, laboratory \_\_\_ hours); non-traditional grading system (Graded CR/NC, ABC/NC). Follow accepted catalog format.]*

MGT 325 ENTREPRENEURIAL MANAGEMENT (3)  
Three hours lecture per week.

Explores the management of start-up and small businesses. Concentrates on initial strategy, location, financing, staffing, daily activities, controls and taxes. Students develop a business plan for a small business.

**2. Mode of Instruction.**

	<b>Units</b>	<b>Hours per Unit</b>	<b>Benchmark Enrollment</b>
Lecture	3	1	25
Seminar	_____	_____	_____
Laboratory	_____	_____	_____
Activity	_____	_____	_____

**3. Justification and Learning Objectives for the Course.** (Indicate whether required or elective, and whether it meets University Writing, and/or Language requirements) *[Use as much space as necessary]*

This is an elective upper division course in the Bachelor of Science in Business Program and a required course for the Management Option. Most businesses are small businesses – less than 100 employees. Students should understand the basic concepts of starting and managing small businesses. Most students will work for small businesses after graduation; and many will start their own business.

Learning Objectives:

Students who successfully complete this course will be able to:

- describe the major elements of small business management
- analyze and present results of complex business cases
- prepare and give effective oral presentations about small businesses
- perform research and write a 1000 word paper of an aspect of small business management

**4. Is this a General Education Course**      YES       NO

If Yes, indicate GE category:

<b>A (English Language, Communication, Critical Thinking)</b>	
<b>B (Life Sciences)</b>	
<b>C (Fine Arts, Literature, Languages &amp; Cultures)</b>	
<b>D (Social Perspectives)</b>	
<b>E (Human Psychological and Physiological Perspectives)</b>	

**5. Course Content in Outline Form.** *[Be as brief as possible, but use as much space as necessary]*

1. Fundamentals of Entrepreneurship
2. Strategic Management and the Entrepreneur
3. Creating a Small Business
4. Buying a Small Business
5. Creating a Business Plan
6. Creating a Marketing Plan
7. Financial Essentials for Small Businesses
8. Small Business and Global Competition
9. Ecommerce and Small Businesses
10. Growing a Small Business into a Big Business

**6. References.** *[Provide 3 - 5 references on which this course is based and/or support it.]*

1. Zimmerer/Scarborough, *Essentials of Entrepreneurship and Small Business Management* (3<sup>rd</sup> Edition), Prentice Hall, 2001.
2. Drucker, Peter F., *Innovation and Entrepreneurship*, HarperCollins, 1985.
3. Hatten, T.L., *Small Business: Entrepreneurship and Beyond*, Prentice Hall, 1997.

**7. List Faculty Qualified to Teach This Course.**

William Cordeiro, Rudolph Estrada and other business faculty

**8. Frequency.**

a. Projected semesters to be offered: Fall   1   Spring   1   Summer       

**9. New Resources Required.**

Offering this course creates no special requirements beyond the use of existing classroom, PC and library resources.

**10. Consultation.**

Attach consultation sheet from all program areas, Library, and others (if necessary)

**11.** If this new course will alter any degree, credential, certificate, or minor in your program, attach a program modification.

William P. Cordeiro  
Proposer of Course

January 8, 2003  
Date

## Approvals

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Program Coordinator \_\_\_\_\_ Date \_\_\_\_\_

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GE Committee Chair \_\_\_\_\_ Date \_\_\_\_\_

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Curriculum Committee Chair \_\_\_\_\_ Date \_\_\_\_\_

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Dean \_\_\_\_\_ Date \_\_\_\_\_

Effective Semester: \_\_\_\_\_

**California State University Channel Islands  
New Course Proposal Consultation Sheet**

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1. Course prefix, number, title, and units: MGT 325 Entrepreneurial Management (3 units)

2. Program Area: Business & Economics

**Recommend Approval**

<b>Program Area/Unit</b>	<b>Program/Unit Coordinator</b>	<b>YES</b>	<b>NO</b> (attach objections)	<b>Date</b>
Art				
Business & Economics				
Education				
ESRM				
Humanities				
Liberal Studies				
Mathematics & CS				
Sciences				
Library				
Information Technology				