



CALIFORNIA STATE UNIVERSITY  
**FULLERTON**

MIHAYLO COLLEGE  
OF BUSINESS AND ECONOMICS

# MBA Find Your Focus:

# Entrepreneurship

# What is Entrepreneurship?

- Entrepreneurship: the process of starting a business or organization
- Entrepreneurship = innovation and creativity
- Some argues it is also a way of thinking and behaving
- Found in small and large firms
  - Continuously improving peoples and organizations to make life easier



# Why choose Entrepreneurship?

- learn how to start and run your own business and the entrepreneurship process
  - Idea generation
  - Forming business concepts
  - Proof of concepts
  - In-depth business planning
  - Pitching to investors
  - Launching
- According to Arizona State University, five years after graduation, the **annual income** of someone with an MBA in Entrepreneurship is **27% higher** than other MBA's
- Be your own boss!

# Inc.com's 10 Best Reasons To Be An Entrepreneur

- Opportunity to work on something that is your own
- Autonomy—avoiding the daily grind
- Freedom to call your own shots
- Responsibility to society—changing the world with an idea
- Making an impact
- The ability to make time for yourself, family, or friends
- Change people's lives
- Starting a Legacy
- A sense of accomplishment
- Feeling secure because you're in control

# Sample Courses

- MGMT 465A New Venture Creation and Funding ( 3 units)  
How to develop product and service concepts for new ventures, test the concepts, set business strategy, design operating systems and develop financial forecasts, while complying with related laws and regulations. Venture teams will prepare business plans and make funding presentations
- MGMT 465B New Venture Launch (3 units)  
How to develop product and service concepts for new ventures, test the concepts, set business strategy, design operating systems and develop financial forecasts, while complying with related laws and regulations. Venture teams will prepare business plans and make funding presentations
- Fin 543 Entrepreneurial Finance ( 3 units)  
Financing a new/small firm, including forecasting the firm's investment needs, raising short-term funding and banking relationships, managing working capital, making fixed asset investments and managing risk.
- MKTG 535 Marketing New Ventures ( 3 units)  
Coverage of market analysis for new products and service, competitive analysis, alternatives for entering markets, associated costs and launch feasibility. Casework, research and fieldwork with selected local businesses.

# Career Opportunities

- Entrepreneur
  - Market Research Analyst
  - Market Information Specialist
  - Personal Financial Advisor
- Management positions
    - Bank Managers, Sales Managers, etc.



# Center for Entrepreneurship

- Mission Statement: To teach, coach and lead the principled, cross-disciplinary practice of entrepreneurship.
- Provides opportunities for students to consult with businesses and use the skills they learn in the classroom.
- Offers employee training for local small businesses through its Employee Training Panel (ETP) .
- Created the CSUF Startup Incubator to give innovators access advice and assistance to start their own business.

For more details, visit: [CSUF CFE](#)

# Student Organizations



- **Entrepreneurship Society:** a student organization that helps prepare students interested in learning more about the hands-on side of business and those interested in starting their own business.
- For more information, visit: [Entrepreneurship Society](#)

- **MBA Association:** to provide graduate business students with a professional, educational, and social network comprised of classmates, faculty, and administration at California State University, Fullerton (CSUF).
- For more information, visit: [CSUF MBA Association](#)



\*for information on other business clubs, visit: [Mihaylo Clubs](#)



# References

[CSUF Mihaylo MBA Concentrations Website](#)

[Inc.com 10 Reasons to Be An Entrepreneur](#)

[Forbes 10 Most Promising Careers for Entrepreneurs](#)