



CALIFORNIA STATE UNIVERSITY
FULLERTON

Entrepreneurs

Dream it. Own it.

“Fall 2009”

California State University, Fullerton's Mihaylo College of Business and Economics Offers a Bachelor of Arts in Business Administration with a Concentration (“Major”) in Entrepreneurship.

The entrepreneurship concentration includes six, three-unit courses. All students complete the College's core businesses courses. Four courses are preparatory to a two-course, new venture sequence. Each preparatory class gives student hands-on experience with entrepreneurs. All of the courses will be offered in Fall 2009! Contact the concentration advisors, Professor John B. Jackson at jjackson@fullerton.edu or Dr. Wayne Jones, at wjones@fullerton.edu to plan your schedule and enroll early!

MGMT 461 – Entrepreneurial Management - Coverage of general management issues for new ventures, including planning, organization, and control. The emphases will be on setting up systems to better serve the new venture's customers.

Schedule #14142 / Room # LH-306

Day & Time: Wednesday 7:00 p.m. -9:45 p.m.

Instructor: Mr. Rick Lamprecht

Schedule #14143 / Room # MH-442

Day & Time: Tuesday 7:00 p.m. -9:45 p.m.

Instructor: Ms. Benedicta Lusk

MKTG 462 – Marketing for Entrepreneurs - Coverage of market analysis for new products and services, competitive analysis, alternatives for entering markets, associated costs, and launch feasibility.

Schedule #14194 / Room # SGMH-2311

Day & Time: Thursday, 7:00 p.m. – 9:45 p.m.

Instructor: Mr. John B. Jackson

ACCT 463 – Financial Control for Entrepreneurs - Coverage of accounting system design for new ventures, budgeting, purchasing, collections, payroll, taxes, safeguards against error and embezzlement, financial reports, cash management, and banking relationships.

Schedule #10073 / Room # SGMH-2105

Day & Time: Monday 7:00 p.m. – 9:45 p.m.

Instructor: Mr. Guy Knuf

MGMT 464 – Entrepreneurial Leadership - Coverage of leadership roles, organization development, and human resources management for new ventures. Specific topics will include job design, job specification, recruitment, selection, compensation, benefits, training, team building, performance review, rewards, and incentive plans.

Schedule #14145 / Room # SGMH-2205

Day & Time: Wednesday 7:00 p.m. -9:45 pm

Instructor: Ms. Alicia Maciel

MGMT 465 – A – New Venture Creation and Funding - Teams of 1-4 students will develop product and service concepts for new ventures, test the concepts, design operating systems, and develop financial forecasts. The teams will synthesize their work into business plans for the ventures, and present the plans to funding panels of successful entrepreneurs and financial experts. The new ventures may be the students own, or the team may choose to help a business owner create a new venture. The new ventures may be startup businesses or new profit centers within existing businesses.

Schedule #14146 / Room # SGMH-2109

Day & Time: Tuesdays & Thursday 5:30 p.m. – 6:45 p.m.

Instructor: Dr. Wayne Jones

Schedule #14147 / Room # SGMH-1112

Day & Time: Tuesdays & Thursday 5:30 p.m. – 6:45 p.m.

Instructor: Mr. John B. Jackson

MGMT 465 – B – New Venture Launch - Teams of 1-5 students will participate in the launch of new ventures. The new ventures maybe the students own or the team may choose to help a business owner launch a new venture. The new ventures may be startup businesses or new profit enters within existing businesses. Ventures may be funded ventures carried over from the New Venture Creation and Funding class. Students may switch teams between two classes.

Schedule # 14148 / Room # UH-207

Day & Time: Tuesday 7:00 - 9:45 p.m.

Instructor: Mr. Brent Evans