

ENTREPRENEURIAL AND SMALL BUSINESS MANAGEMENT (ESBM)

Courses

ESBM 3100 (3) Innovation: From Creativity to Entrepreneurship

Introduces non-business students to the multiple facets of entrepreneurship and the entrepreneurial process. Entrepreneurship is a process of fundamental transformation: from innovative idea to enterprise and from enterprise to value. Thus, entrepreneurship is more than a business practice. Innovation is central to this process and students will be challenged to develop creative solutions to a problem or need. Degree credit not granted for Business majors.

Requisites: Restricted to non-Business majors with 60-180 units completed.

ESBM 3700 (3) Entrepreneurial Environments

Introduces entrepreneurship. Addresses opportunity recognition, target markets, industry analysis, business model identification, sources of funding, managing rapid growth and writing feasibility studies. Examines alternative forms of entrepreneurship such as franchising, corporate entrepreneurship, family business and social entrepreneurship.

Requisites: Requires prerequisite courses of BCOR 2001 or BCOR 2204 and BASE 2104 (all minimum grade D-). Restricted to Business (BUSN) majors with 52-180 units completed.

ESBM 4570 (3) Entrepreneurial Finance

Focuses on the financial concepts, issues, methods and industry practices relevant to entrepreneurial decision makers. Addresses a variety of topics including financial valuation, various sources of funds, structures and legal issues in arranging financing, the private and public venture capital markets, and preparation for, and execution of, an initial public securities offering. Provides an understanding of the segments of the capital markets specializing in start-ups and growth financing.

Requisites: Requires a prerequisite course of BASE 2104 (minimum grade D-). Restricted to Business (BUSN) majors with 52-180 units completed.

ESBM 4820 (3) Special Topics in Entrepreneurship

ESBM 4830 (3) New Venture Creation

This course content is relevant to the student who wants the entrepreneurial toolkit, start a new venture, is interested in working in the startup world, would like to effectively evaluate the probability of success for a new venture and/or develop a methodology for entrepreneurial thinking that provides benefits for big and small ventures. The final deliverable is a professional pitch to a group of seasoned investors and the submission of a complete business plan.

Equivalent - Duplicate Degree Credit Not Granted: EMEN 4825

Requisites: Requires prerequisite course of ESBM 3700 (minimum grade D-). Restricted to Business (BUSN) majors with 52-180 units completed.

ESBM 4900 (1-3) Projects in Entrepreneurial Companies

Complete projects in preselected entrepreneurial companies. Department consent required.