

# Entrepreneurship

College of Business, San Jose State University  
Department of Organization and Management  
BT 650 (408) 924-3550

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## Requirements

General Education:	33 units	
Business Pool:	12 units	(6 of these units fulfill Core GE requirements)
Non-Business support:	12 units	(3 units fulfill Core GE, 6 fulfill SJSU Studies)
Lower Division Business Core:	7-10 units	
Upper Division Business Core:	27 units	(3 units fulfill SJSU Studies)
Entrepreneurship Concentration:	18 units	
Electives or minor:	Units needed to reach 120 and fulfill all requirements	

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## Entrepreneurship Concentration (18 units)

### Required Courses:

_____ Bus2*	131D	Marketing in New Ventures
_____ Bus1*	173C	Small Business Finance
_____ Bus3*	181	Introduction to Entrepreneurship

### Choose three of the following electives required within the concentration:

_____ Bus2*	136E	Product Development & Management in New Ventures <b>(To be offered in fall 2009)</b>
_____ Bus3*	182	Business Plans for New Ventures
_____ Bus3*	183	Global Entrepreneurship
_____ Bus3*	184	Corporate Intrapreneurship <b>(To be offered in fall 2009)</b>
_____ Bus3*	185	Family Business Dynamics <b>(To be offered in fall 2009)</b>
_____ Bus3*	196	Entrepreneurship Lab <i>(by instructor consent only)</i>
_____ Bus3*	196S	Green Entrepreneurship

### One of the following electives may be substituted for an elective listed above:

_____ Bus2*	131A	Business to Business Marketing
_____ Bus2*	131B	Retail Marketing Management
_____ Bus2*	131C	Marketing in High Technology
_____ Bus2*	134C	Online Marketing
_____ Bus2*	136	Product Development
_____ Bus3*	146	Project Management
_____ Bus3*	150	Fundamentals of Human Resources
_____ Bus3*	161B	Organizational Change and Design
_____ Bus3*	162	International & Comparative Management
_____ Bus1*	171B	Commercial Banking
_____ Bus1*	177	International Business Finance

### NOTE:

\*All courses within the Entrepreneurship concentration require grades of C- or better. A cumulative 2.0 GPA is required in all business classes.

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### Activate Your Career Center Membership!!

>Log on: [careercenter.sjsu.edu](http://careercenter.sjsu.edu) and click on "sign-in" button.

>User ID & password = 9 digit # on your Tower Card. Receive:

- Direct email notification of programs and events related to your area of interest
- Access to job and internship openings through *SpartaJOBS*. These positions are available *just for you*.

## Business Pool

These courses require a "C-" or better and must be completed and cleared by BSAC in BBC 008 (924-3435) prior to taking upper division Business courses. **NOTE: Students must earn a C or better in Math 70 and ENGL 1B in order for it to fulfill GE requirements**

_____ Math 70	Finite Math	_____ Business 20	Financial Accounting
_____ English 1B	Composition	_____ Business 90	Business Statistics

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## Non-Business Support Courses

_____ Economics 1A	Macroeconomics	_____ Phil 186 Professional Business Ethics @
_____ Economics 1B*	Microeconomics	_____ Non-Business Global Perspectives #
		(See approved list in BSAC)

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## Lower Division Business Core

_____ Business 10	Discovering Business ( <b>Freshmen only</b> )
_____ Business 21	Managerial Accounting
_____ Business 80	Legal Environment of Business
_____ Business 91L	Business Computer Productivity Tools

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## Upper Division Business Core

_____ Business 100W	Business Communications ( <b>Requires passing of the WST</b> )
_____ Business 130	Fundamentals of Marketing
_____ Business 140	Fundamentals of Operations Management
_____ Business 160	Fundamentals of Management and Organizational Behavior
_____ Business 170	Fundamentals of Finance
_____ Business 187	Global Dimensions of Business
_____ Business 188	Business Systems and Policy
_____ Business 189	Strategic Management ( <b>Requires graduating senior status</b> )
_____ Business 190	Quantitative Business Analysis

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## General Education (48-51 Units)

<b>Core GE</b>	<b>Units</b>	<b>SJSU Studies (Formerly Advanced GE)</b>	<b>Units</b>
A. Basic Skills	9	R. Earth & Environment	3
B4. Math Concepts ( <b>Math 70</b> )	3	S. Self, Society, & Equality in the U.S (Phil 186) @	3
B. Science (including lab)	6	V. Culture, Civilization, & Global Understanding (#)	3
C. Humanities & Arts	9	Z. Written Communication II (Bus 100W)	3
D. Social Science ( <b>Econ 1B-D1</b> )*	9		
E. Human Understanding	3		
F1. American History	0-3		
F2&3. US Constitution & CA Government	0-3		

\* Areas F1-3 may also fulfill part of Area D

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## **Interdisciplinary Electives or Minor** (See a BSAC advisor for details)

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## **Total Unit Requirement - 120 Units**

## ACADEMIC PLAN FOR FRESHMEN: Entrepreneurship

### FALL (16 units)

ENGLISH 1A (A2)  
ORAL COMMUNICATION (A1)  
AMERICAN INSTITUTIONS (F1-2-3/D2-3)  
BUS3 10 - Discovering Business  
ARTS (C1)  
PE (1 unit)

### FALL (16 units)

BUS1 20 - Financial Accounting (Business Pool)\*  
BUS3 80 - Business Law  
ECON 1A - Macroeconomics  
PHYSICAL SCIENCE (B1)\*\*  
LETTERS (C2)

### FALL (15 units)

**COMM 100W, ENGL 100WB, or LLD 100WB\*\*\*\*\***  
BUS2 130 - Fundamentals of Marketing  
BUS3 160 - Fundamentals of Management\*\*\*  
BUS1 170 - Fundamentals of Finance  
BUS3 181 - Introduction to Entrepreneurship\*\*\*

### FALL (15 units)

ENTREPRENEURSHIP ELECTIVE\*\*\*  
ENTREPRENEURSHIP ELECTIVE\*\*\*  
BUS3 140 – Fundamentals of Operations Management  
BUS4 188 - Business Systems & Policy  
PHIL 186 (Professional Business Ethics & Area S)\*\*\*\*\*

### NOTES:

- \* Business students must earn a grade of C- or better for Business Pool Clearance (C or better in ENGL 1A, ENGL 1B, & MATH 70 for GE Credit)  
**Business Pool Clearance is needed only for students who begin at SJSU as freshmen**
- \*\* One science class (B1 or B2) must have a lab.
- \*\*\* All courses within the Entrepreneurship concentration require grades of C- or better.
- \*\*\*\* SJSU Studies courses require a passing score on WST & Junior level standing.
- \*\*\*\*\* Elective units may be required to earn 120.0 semester units for graduation.

### SPRING (16 units)

ENGLISH 1B (Business Pool & C3)\*  
MATH 70 - Finite Math (Business Pool & B4)\*  
LIFE SCIENCE (B2)\*\*  
AMERICAN INSTITUTIONS (F1-2-3/D2-3)  
HUMAN UNDERSTANDING. & DEV. (E)  
PE (1unit)

### SPRING (14 units)

BUS1 21 - Managerial Accounting  
BUS2 90 - Business Statistics (Business Pool)\*  
BUS4 91L - Business Computer Tools  
ECON 1B - Microeconomics (D1)  
CRITICAL THINKING (A3)

### SPRING (15 units)

BUS2 131D - Marketing in New Ventures\*\*\*  
BUS1 173C - Small Business Finance\*\*\*  
BUS3 187 - Global Dimensions of Business  
BUS2 190 – Quantitative Business Analysis  
CULTURE & CIVILIZATION (Non Bus Global & Area V)\*\*\*\*\*

### SPRING (13 units)

ENTREPRENEURSHIP ELECTIVE\*\*\*  
BUS3 189 -Strategic Management  
EARTH & ENVIRONMENT (Area R)\*\*\*\*  
INTERDISCIPLINARY ELECTIVES (4 units)\*\*\*\*\*

## **ACADEMIC PLAN FOR TRANSFERS: ENTREPRENEURSHIP**

### **FALL (15 units)**

**COMM 100W, ENGL 100WB, or LLD 100WB\*\***

BUS2 130 - Fundamentals of Marketing

BUS3 160 - Fundamentals of Management\*

BUS1 170 - Fundamentals of Finance

BUS3 181 - Introduction to Entrepreneurship\*

### **FALL (15 units)**

ENTREPRENEURSHIP ELECTIVE\*

ENTREPRENEURSHIP ELECTIVE\*

BUS2 190 - Quantitative Business Analysis

BUS4 188 - Business Systems & Policy

PHIL 186 (Professional Business Ethics & Area S)\*\*

### **SPRING (15 units)**

BUS2 131D - Marketing in New Ventures\*

BUS1 173C - Small Business Finance\*

BUS3 140 - Fundamentals of Operations Management

BUS3 187 - Global Dimensions of Business

CULTURE & CIVILIZATION (Non Bus Global & Area V)\*\*

### **SPRING (15 units)**

ENTREPRENEURSHIP ELECTIVE\*

BUS3 189 -Strategic Management

EARTH & ENVIRONMENT (Area R)\*\*

INTERDISCIPLINARY ELECTIVES (6 units)\*\*\*

### **NOTES:**

\* All courses within the Entrepreneurship concentration require grades of C- or better.

\*\* SJSU Studies courses require a passing score on WST & Junior level standing.

\*\*\* Elective units may be required to earn 120.0 semester units for graduation.

The recommended schedule assumes that students have completed all lower division business and core general education requirements.