

Management

and 8-9 units selected from
ENTR 81, 153, 155, 157;
HRM 152, 153, 154, 157,
190; MGT 126, 131, 133,
152, 158, 189T, 190, 195;
MKTG 90(8-9)

and 6 units, by approval of the
chair of the Management De-
partment, in one area chosen by
the student (agriculture, fashion
merchandising, health science,
industrial technology,
recreation, theater, etc.).....(6)

Total 22-25

Requirements for Certificate Programs

Before entering a program, students will need to demonstrate that they have foundation knowledge of business practices and possess good writing skills. Applicants must also fill out the appropriate form in the Management Department office prior to entering any of the certificate programs. Prior approval of the certificate program coordinator or the department chair is required. Students need to meet one of the following criteria:

1. be currently admitted to California State University, Fresno,
2. have a bachelor's degree in any field from an accredited institution, or
3. have an Associate of Arts degree from a two-year accredited college and a minimum of two years of business experience.

For successful completion of a certificate, you must receive a grade of *C* or better in each course.

Advising Note

Students with an option in entrepreneurship, human resource management, and management are **not** eligible for the certificate programs.

Certificate in Entrepreneurship	Units
Required courses.....	12
ENTR 81, 151, 153; MGT 127	
Elective courses.....	6
BA 105W; ENTR 155, 157, 161, 163, 165, 167, 169; FIN 131 or courses approved by certificate program coordinator or depart- ment chair	
Total	18

Certificate in Organizational Management	Units
Required Courses	12
MGT 110 (or MGT 104 and 106), 127, 133	

Elective courses.....	3-4
ENTR 81; HRM 150; MGT 124, 126, 133, 180, 189T or courses approved by certificate program coordinator or department chair	
Total	15-16

Certificate in Human Resource Management	Units
Required Courses	12
HRM 150, 153, 154, and 157	
Elective courses.....	3
HRM 152, 159; MGT 106 or courses approved by certificate program coordinator or depart- ment chair	
Total	15

COURSES

Entrepreneurship (ENTR)

ENTR 81. Introduction to Entrepreneurship (3)

Develops an understanding of the complex tasks faced by individuals engaged in entrepreneurial activities. Identifies the methods for developing a business idea, the process of starting a business, how to acquire resources, and the key parts of a business plan.

ENTR 151. Opportunity Assessment (3)

Prerequisite: ENTR 81 with a *B* or better. Presents tools and techniques for evaluation and assessment of opportunities for new businesses. Evaluates idea assessment, market and competitive analysis, trends, distribution systems, and customer needs to determine if launching a business is feasible. Assessments are made across industries, including retail, manufacturing, distribution, services, and technology. Provides the foundation for writing a business plan.

ENTR 153. Business Plan Writing (3)

Prerequisites: ENTR 81, 151; MGT 110. This course is designed to provide the student with both (1) an understanding of what is required to start a new firm and (2) the skills needed to write a business plan that will meet the standards for funding by an investor or financial institution.

ENTR 155. Managing the New Venture (3)

Prerequisites: ENTR 81 and 153. Special problems of small businesses: initiation, financing, operations. Class projects: studying local business operations; preparing business plans and financial requests.

ENTR 157. New Venture Laboratory (3)

Prerequisite: ENTR 151, 153. Students develop a business idea that results in a business plan. In a laboratory setting, students interact with entrepreneurs, suppliers,

customers, and experts in order to create a new venture that may become viable.

ENTR 161. Urban Entrepreneurship (3)

Prerequisite: ENTR 81. Examines urban environments and their own special planning, psychology, economics, design, and politics. Develops different skill set required for the entrepreneur. Students will participate in urban space, identify opportunities, and develop projects that may lead to successful launches of new enterprises. Presentation of a business concept for urban space concludes the course. (Formerly INOV 191T)

ENTR 163. Social Entrepreneurship (3)

Prerequisite: ENTR 81. Explores current thoughts and trends in the emerging field of social entrepreneurship. Looks at examples of successful and not-so-successful social entrepreneur organizations. Students develop business plans for a new social enterprise. Guest lectures and site visits. (Formerly INOV 191T)

ENTR 165. Corporate Entrepreneurship (3)

Prerequisite: ENTR 81. Covers entrepreneurship in established companies, or intrapreneurship. Addresses the emerging theories and practices of entrepreneurship and applies them to a corporate setting. Presents issues of how to establish corporate entrepreneurial vision, strategy, and direction. Students discuss methods for relating intrapreneurship to other functions such as human resource management, new product development, research and development, and corporate venturing.

ENTR 167. Franchising (3)

Prerequisite: ENTR 153 or permission of instructor. Students examine franchising from both the franchisor and franchisee perspectives. Topics include the evaluation of franchising opportunities; legal concerns of franchising; the development of appropriate franchising strategies; and the successful planning, implementation, and launching of franchise networks and franchised outlets. (Formerly ENTR 189T)

ENTR 169. Family Business Management (3)

Prerequisite: ENTR 81. Addresses aspects of managing an established family business (on a day-to-day basis) and planning for succession to the next generation.