Standard Course Outline

I. General Information
   • Course Number: MGMT 421
   • Title: Entrepreneurship and New Venture Creation
   • Units: 3
   • Prerequisites: MGMT 300, IS 301
   • Course Coordinator / SCO Prepared by Dr. Jun Yan
   • Date prepared / revised: Oct. 10, 2012
   • Updated: Feb. 23, 2015

II. Catalog Description
   Starting a new business. Being an entrepreneur in a free enterprise environment or an entrepreneur in an existing organization. Use of state-of-the-art theory to plan and evaluate business startups. Testing ideas with successful entrepreneurs and creating individual business plans.
   Letter grade only (A-F).

III. Curriculum Justification(s)
   Entrepreneurship and New Venture Creation is an upper division management course that teaches students how to identify, assess attractive market opportunities and respond to them successfully through the establishment and management of a small business venture. The course spans all stages of small business development, from defining an idea to finding and managing resources to building marketing strategies and managing its operations. It addresses the following CBA undergraduate learning goals:
   • Critical Thinking (General)
   • Ethics (General)
   • International (Management-Specific)
   • Domestic & Global Environment (Management-Specific)
   • Business Functions (Management-Specific)

IV. Course Objective(s)
   (Management Specific) Business functions: Students will demonstrate understanding of all business functions, practices and related theories and be able to integrate this functional knowledge in order to address business problems.
   Students will be able to:
   • Demonstrate understanding of all business functions that are associated with the creation and management of a small business venture.
   • Demonstrate ability to integrate the functional knowledge in order to address business problems faced by a small business venture.

   Suggested methods of assessment: objective test questions, essay test questions, case analysis, presentation, business plan
(Management Specific) Domestic & Global Environment: Students will be able to demonstrate knowledge of today’s domestic and global business environment (e.g., legal, regulatory, political, cultural, and economic).

Students will be able to:

- Demonstrate understanding of today’s domestic and global business environment (e.g., legal, regulatory, political, cultural, and economic) for entrepreneurship and small business ventures.

Suggested methods of assessment: objective test questions, essay test questions, case analysis, presentation, business plan

(Management Specific) International: Students will demonstrate understanding of the impact of internationalization on businesses.

Students will be able to:

- Demonstrate understanding of the impact of internationalization on entrepreneurship and small business ventures.

Suggested methods of assessment: objective test questions, essay test questions, case analysis, presentation, business plan

Ethics: Students will be able to demonstrate awareness of ethical, social responsibility, and citizenship issues and the ability to apply them in decision making in the local, regional, and global communities.

Students will be able to:

- Demonstrate awareness of ethical, social responsibility, and citizenship issues in the process of new venture creation as well as management of small business ventures.
- Demonstrate ability to apply them in decision making in new venture creation and for small business ventures.

Suggested methods of assessment: objective test questions, essay test questions, case analysis, presentation, business plan

Critical thinking: Students will demonstrate conceptual learning, critical thinking, and problem-solving skills.

Students will be able to:

- Demonstrate ability to search and evaluate attractive (feasible, profitable and durable) business opportunities, and understand the entire process of new venture creation to capture the identified business opportunities.
- Demonstrate ability to solve problems encountered by small business ventures.

Suggested methods of assessment: objective test questions, essay test questions, case analysis, presentation, business plan
V. **Outline of Subject Matter**

<table>
<thead>
<tr>
<th>Topics to be covered:</th>
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<tbody>
<tr>
<td>Social, economic, political, technological, and global environment of entrepreneurship and small business ventures.</td>
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<td>The entrepreneurial (new venture creation) process</td>
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<td>Analyzing market, customers and competition</td>
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<td>Evaluation of business opportunities</td>
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<td>Planning and organizing of a small business venture</td>
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<td>Legal ownership forms for small business ventures</td>
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<td>Financing small business ventures</td>
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<td>Marketing strategies for small business ventures</td>
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<td>Operations management for small business ventures</td>
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<td>Human resources management for small business ventures</td>
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<td>Financial planning and control for small business ventures</td>
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<td>Risk management for small business ventures</td>
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<td>Ethics and social responsibility for small business ventures</td>
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<td>Family businesses</td>
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VI. **Methods of Instruction**

a. Instructors should use appropriate instruction methods that are consistent with the course description stated in Section II and serve the course objectives listed in Section IV of this SCO. Examples of instruction methods for the course include:

- Class lecture/examples/discussion
- Case analyses/exercises/software
- Written assignments
- Simulation
- Presentation
- Team project

b. Instructors should use appropriate text books that are consistent with the course description stated in Section II and serve the course objectives listed in Section IV of this SCO. The following is illustrative:


VII. **Instructional Policies Requirements**

Instructional policies should be consistent with the course description stated in Section II, and should serve the course objectives listed in section IV of this SCO.
Instructors may specify their own policies with regard to plagiarism, withdrawal, absences, etc., as long as these policies are consistent with the University policies published in the CSULB Catalog. It is expected that every course will follow University policies on Final Course Grades, Grading Procedures, and Final Assessments (PS 05-07), Attendance (PS 01-01), Course Syllabi (PS 11-07), Final Course Grades, Grading Procedures, and Final Assessments (PS 05-07), and Withdrawals (PS 02-02 rev). If some or all sections of the course are to be taught, in part or entirely, by distance learning in the future, the course must follow the provisions of PS 03-11, Academic Technology and the Mode of Instruction.

All sections of the course will have a syllabus that includes the information required by the syllabus policy adopted by the Academic Senate. Instructors will include information on how students may make up work for excused absences. When class participation is a required part of the course, syllabi will include information on how participation is assessed.

**Students with disabilities:** Students with disabilities are responsible for notifying their instructor as early as possible of their needs for an accommodation of a verified disability. A student with a disability is urged to consult with Disabled Student Services as soon as possible in order to identify possible accommodations to enhance academic success.