

*Master of Science in Business Administration*

**ENTREPRENEURSHIP PROGRAM**

**Around the EMC: Entrepreneurial Management Staff**

**Executive Director, EMC**  
**Alex F. De Noble, Ph.D.**

**Director, EMC Programs**  
**Bernhard Schroeder**

**EMC Grant Manager**  
**Frank Steensnaes**

**Program Analyst**  
**Beryl Pratts**

**Entrepreneurial Management Center**  
**College of Business Administration**  
**San Diego State University**  
**5250 Campanile Drive**  
**San Diego, CA 92182-1915**  
**619-594-2718, [EMC@sdsu.edu](mailto:EMC@sdsu.edu)**  
**<http://www-rohan.sdsu.edu/dept/emc>**

***Program in Entrepreneurship***

SDSU offers full- and part-time programs in Entrepreneurship and coursework in Entrepreneurship at the undergraduate level within the College of Business. These educational activities are supported by the Entrepreneurial Management Center (EMC), which provides curriculum development, serves as a liaison between the entrepreneurial business and academic communities, and promotes numerous programs for students that enhance entrepreneurial skills and knowledge.

Since December of 1994, the EMC has operated in its own facility with its own staff on the SDSU campus. The resources available at the EMC include an extensive entrepreneurship-related library with a 27-volume index of actual business plans, a state-of-the-art boardroom, and numerous affiliations with local and national entrepreneurial organizations. In addition, EMC programs provide students, faculty, and the community with opportunities for understanding and implementing concepts of entrepreneurship for business creation and growth.

## ***Graduate Entrepreneurship Courses***

The graduate program in Entrepreneurship is designed to provide students with the tools, knowledge, and skills necessary to meet the challenges of working in entrepreneurial settings. Students can customize their coursework to meet the wide array of needs and desires including those who wish to:

- Start and manage their firms
- Work in growth-oriented organizations
- Serve as professional service providers to entrepreneurial clients
- Work with investors in evaluating proposed entrepreneurial ventures
- Pursue doctoral degrees in the academic field of Entrepreneurship

Students specialize in Entrepreneurship by completing 12 required credit hours of class work (classes with an asterisk). In addition to the below courses in entrepreneurship, electives are added from different disciplines such as Marketing, Finance, Real Estate, or Accounting, depending upon the student's particular areas of interest.

### ***\*MGT724: Entrepreneurship***

Examination of the entrepreneurial approach as related to opportunity identification and evaluation: concepts, theory and techniques of managerial innovation and implementation, analysis of entrepreneurial skills.

### ***\*MGT729: Managing the Growing Firm***

Issues related to managing a growing organization: including attracting and retaining a management team, satisfying the demanding requirements of investors, and building credibility with customers and suppliers from the perspective of both investors and entrepreneurs.

### ***MGT731: Strategic management of Technology and Innovation***

Assessment of technological competencies; formulation of entry strategies for high-technology markets. Managing project teams and high-technology professionals.

### ***\*MGT743: Business Plan Development***

Principals and techniques for developing a new business plan, designed to either start a new venture or take an existing venture into new markets. Evaluation of issues facing entrepreneurs seeking to capitalize on market opportunities.

### ***\*Fin641: Financing the Emerging Enterprise***

Financial considerations in emerging enterprises to include internal financial management, external funding sources, and dealing with venture capitalists. Emphasis on integration of theory, computer analysis, and human judgment in financial decision making.

### ***\*MKTG761: Product Innovation Management***

New product development and issues related to overall management of product innovation in context of entrepreneurial opportunity, start-up ventures, and existing organizations. Focus on planning, design, and implementation of marketing strategy.

***BA780: Field Studies In Business: Internship***

Application of entrepreneurial business concepts to real world organizations. Students work under supervision of a faculty member to perform a project utilizing theories and principles from previous business coursework.

***BA795: Integrative Business Analysis: Business Plan Competition***

A practical experience in business plan development and presentation. Students representing SDSU in the NASDAQ/SDSU International Student Business Plan Competition, or one of the other university-sponsored competitions in the country, may receive 3 units of credit towards their final integrative experience in the graduate program.

Asterisk (\*) denotes classes required for specialization in Entrepreneurship.

## **UNDERGRADUATE ENTREPRENEURSHIP COURSE**

For undergraduate students, SDSU offers an introductory entrepreneurship course. Interested students may also participate in any of the EMC programs, including the student club “Entrepreneur Society”.

***MGT450: Venture Management***

Process of initiating, expanding purchasing, and consolidating businesses. Concepts, theories, and techniques of managerial innovation and implementation.

### **Entrepreneurial Management Center Programs**

The EMC promotes numerous programs that contribute to a broader understanding of the entrepreneurial process. Entrepreneurship students may participate in the following:

***NASDAQ/SDSU International Student Business Plan Competition***

Annual event where top-notch students and leaders in international academic and business communities come together to encourage new enterprise. Provides an opportunity for students seeking venture capital for their entrepreneurial ideas to present their business plans to distinguished panels of experts. Events also serve as a forum for discussion on the general promotion of entrepreneurship, at the local, national and international levels.

***Entrepreneur Society***

Students’ organization closely affiliated with the EMC and the College of Business Administration. Fosters the innovative and adventuresome spirit that is the cornerstone of entrepreneurship, and is dedicated to creating a place where ideas turn into business. Hosts Business Plan Competition teams and presents entrepreneurial forums throughout the academic year.

### ***Entrepreneur-in-Residence***

Endowed program allows Entrepreneur-in-Residence, a visiting lecturer with significant entrepreneurial success, to provide graduate students with application and demonstration of entrepreneurial theories and principles in action for a full semester. In addition to teaching a course, is also involved with EMC activities, participates in faculty/student research, assists in the development of teaching materials, helps arrange internships for students, and serves as a role model for aspiring student entrepreneurs.

### ***Kauffman Internship Program (BA780)***

Funded program that provides paid internship opportunities for students to work with a growing entrepreneurial firm on a significant project, reporting to senior management and sitting in on senior management meetings. Open to approximately 15 graduate students per year.

### ***L. Robert Payne Distinguished Entrepreneur Lectureship***

Endowed lectureship series that brings an outstanding entrepreneur to campus each year to lecture to and interact with students, faculty, and members of the business community.

### ***Entrepreneurs in the Classroom***

Strong community support for SDSU Entrepreneurship program demonstrated by prominent entrepreneurs giving guest lectures in the classroom. Provide students with an insider view of business applications, networking opportunities, and a deeper appreciation for critical factors for success.

### ***Entrepreneurial Consulting***

EMC and local companies pair up for consulting projects that match graduate students teams with high-profile company executives. Faculty advisor oversees and coordinates projects, providing guidance and suggestions for research, concept application, and presentation content.

### ***“Tournament of Driving Forces” Graduate Fellowship***

Provides an annual fellowship to graduate students in entrepreneurship, the management of technology, production management, or operations management. Award is intended to support a current student with an interest in entrepreneurship and high technology-based companies.