

STRATEGY AND ENTREPRENEURSHIP

College of Business

Program Description

The College of Business (COB) offers a broad professional education in Business. The Bachelor of Science program offers students a choice of 9 concentrations by which they may focus their goals. Additionally, the COB's Business Honors program provides an alternative path to its most capable students to prepare them for management opportunities. All students must choose a concentration to complete their requirements for the baccalaureate degree. Students who are uncertain about which concentration to choose are encouraged to select the General Management concentration, as it is the most comprehensive. The structure of the General Management concentration also provides an overlap with the other concentrations, thus making changes in focus possible. Students who wish a more customized program may elect to complete the requirements for additional concentrations as well. For example, students may elect dual concentrations such as General Management and Management of Human Resources and Organizational Behavior. For information about program options, please visit our website at: Undergraduate Programs | Sacramento State (csus.edu) (<https://www.csus.edu/college/business-administration/undergraduate/>).

The College also offers Minors in Business, Management of Human Resources and Organizational Behavior, Marketing, Real Estate and Land Use Affairs, and Risk Management and Insurance. A Minor in Business is valuable to the student majoring in another area who wishes to supplement his/her knowledge with a business background.

Degree Programs

B (<https://catalog.csus.edu/colleges/business-administration/marketing-and-supply-chain-management/bs-in-business-administration-marketing/>) S in Business (Entrepreneurship) (<https://catalog.csus.edu/colleges/business-administration/strategy-and-entrepreneurship/bs-in-business-administration-entrepreneurship/>)

BS in Business (General Management) (<https://catalog.csus.edu/colleges/business-administration/strategy-and-entrepreneurship/bs-in-business-administration-general-management/>)

BS in Business (International Business) (<https://catalog.csus.edu/colleges/business-administration/strategy-and-entrepreneurship/bs-in-business-administration-international-business/>)

MBA (Entrepreneurship and Global Business) (<https://catalog.csus.edu/colleges/business-administration/strategy-and-entrepreneurship/mba-entrepreneurship-and-global-business/>)

Career Possibilities

Business Development Manager · Family Business Owner/Manager · Financial Services Advisor · Franchised Business Owner/Manager · Insurance Agency Owner/Manager · Management Analyst · Management Consultant · New Venture Founder/Manager · Non-Profit Organization Founder/Manager · Product Manager · R&D Manager · Realtor/Real Estate Manager · Sales Representative · Small Business Owner/Manager

Contact Information

Office of the Dean

Tahoe Hall 1010
Email: cob@csus.edu
Phone: (916) 278-6578
College of Business Website (<https://www.csus.edu/college/business-administration/>)
Jean-Francois Coget, Dean
Mylah Nurse, Executive Assistant to the Dean
Eileen Ailello, Budget Analyst
Ale Reiher, Administrative Coordinator
Tim Richter, Director of Development

Office of the Associate Dean for Faculty Support

Tahoe Hall 2130
(916) 278-5577
Jaydeep Balakrishnan, Associate Dean
Angela Park-Girouard, Administrative Analyst
Jeannie Hansen, Faculty Personnel Analyst

Jordan Smith, AD Support Specialist

Office of the Associate Dean for Academic Programs

Tahoe Hall 2028
(916) 278-6463
Pingsheng Tong, Associate Dean
Shelly Bingel, Administrative Analyst
Maryam Sabet, Academic Programs Coordinator & Enrolment Specialist

Office of Student Engagement

Tahoe Hall 1030
(916) 278-BIZZ (2499)

Bonnie McDonald Beevers, Director

Maria Lindstrom, Coordinator Undergraduate Business Advising

Maggie Hansen, Coordinator Student Programs & Program Impact

Sanitta Coey, Administrative Analyst

Taylor Ainger, Administrative Support Coordinator

Stephanie Serrato Neumann, Academic Advisor

Ashley N. Torres, Academic Advisor

Patsy Jimenez, Integrated Academic Advisor

Undergraduate Business Advising Center

Tahoe Hall 1030
(916) 278-BIZZ (2499)
Website: <https://www.csus.edu/college/business-administration/undergraduate/> (<https://www.csus.edu/college/business-administration/undergraduate/>)
Email the Undergraduate Business Advising Center (cob-ugrad@csus.edu)

Graduate Programs Office

Graduate Programs (<https://www.csus.edu/college/business-administration/graduate/>) (website)
Tahoe Hall 1020

Maleeha Mir Khan, Executive Director of Graduate Programs

Claire Goldsby, Graduate Programs Coordinator

Serena Hoffman, Graduate Programs Advisor

Maryanne Ruperto, Graduate Programs Specialist

MBA Program Services (MPS)

(916) 278-3354

Email the MBA Program Services (cba-mbaadmissions@csus.edu)

Jeanie Williams, Graduate Coordinator & MBA Advisor

Sophie Mills Duncan, Graduate Recruitment & Admissions Coordinator

Mandy Mangels, Graduate Programs Specialist

Business Graduate Career Services

Tahoe Hall 2065
(916) 278-7142

ENTR 185. Venture Growth Strategies. **3 Units**
Prerequisite(s): Upper-division standing; ENTR 187 or ENTR 189.
Term Typically Offered: Fall, Spring

Focuses on the opportunities and challenges involved in the management of a business venture and its growth opportunities. Growth is the ultimate resource constrainer, stretching all the resources of a company to the limit and often beyond. Develops a venture spanning approach that examines the business venture and the challenges that tasks venture management to the limit. Provides students with a series of frameworks, analytical skills and techniques, heuristics, and decision-making tools that can be used in growing entrepreneurial businesses.
Note: Only students with an Entrepreneurship Concentration will be admitted.

ENTR 187. Entrepreneurship. **3 Units**
Term Typically Offered: Fall, Spring

Objective is to lead students through all steps necessary in starting a business: analyzing personal and business goals, researching the market, developing a marketing plan, determining land, building, equipment, supplies, inventory, people needed, determining cash flow and pro forma financial statements, and money needed. The output of all this will be a professional business plan and financial package ready to submit to prospective investors.

ENTR 188. Social Entrepreneurship and Innovation. **3 Units**
Prerequisite(s): Business Major or Minor or consent of instructor.
Term Typically Offered: Fall, Spring

This course explores the concepts and practices of social entrepreneurship, which is the process of creating and scaling innovative solutions to social problems. The course will guide students through a systematic framework that covers all three phases of the start-up to scale-up process: pressure test, plan, launch and scale. The course will culminate in a final project presentation where students will showcase their social enterprise ideas or plans to the class.

ENTR 189. Corporate Entrepreneurship. **3 Units**
Prerequisite(s): Upper-division standing.
Term Typically Offered: Fall, Spring

Offers a multidisciplinary framework for studying and developing corporate entrepreneurship. Covers the climate and culture of an entrepreneurial organization, strategies for developing new business ventures within an organization, and strategies for transforming firms toward a more entrepreneurially driven organization. As a result, students will increase their understanding of environment, processes and strategies that will create value and build competence through entrepreneurial activities within organizations.

GM 105. Strategic Management. **3 Units**
Prerequisite(s): Completion of all other upper-division core courses, except MIS 101.
Term Typically Offered: Fall, Spring, Summer

This capstone course focuses on the integration of functional areas of a business and requires students to determine strategies/policies at the general-management level. Students address problems and issues faced by companies from a general management perspective which integrates accounting, financial, marketing, human resources, and operations in relation to the environment within a framework of balance between profit or cost-effectiveness and social responsibility.

GM 170. Fundamentals of Business Strategy. **3 Units**
Prerequisite(s): HROB 101, MKTG 101, FIN 101, and OPM 101.
Term Typically Offered: Fall, Spring

Basics of business-level strategy and how they are applied in modern organizations. Underlying primary principles, theories and practices are examined and discussed. Cases presenting actual, real-world situations will be analyzed to derive solutions to the business-level opportunities and problems facing strategic managers.
Note: General Management students must complete all functional core courses before taking GM 170 .

GM 194. Cooperative Education Experience in Management. **6 - 12 Units**
Prerequisite(s): Minimum overall GPA of 2.5.
Term Typically Offered: Fall, Spring

In-depth supervised work experience in management for the purpose of exposing the student to comprehensive management experience in business, governmental, or service agencies.
Note: Open to all upper division students, subject to permission of the Management Area. Petitions can be obtained from the Student Affairs Office, Tahoe 2065.

Credit/No Credit

GM 195. Internship in Strategic Management. 3 Units**Prerequisite(s):** Minimum Sacramento State GPA of 2.5.**Term Typically Offered:** Fall, Spring

Supervised work experience in business, governmental or service agencies for the purpose of increasing student understanding of the nature and scope of their operations. Supervision is provided by the faculty and the cooperating agencies.

Note: Open to upper division students, subject to permission of the Management Area. Petitions can be obtained from the Student Affairs Office, Tahoe 2065. Open to declared business administration majors only.

Credit/No Credit

GM 199. Special Problems in Strategic Management. 1 - 3 Units**Term Typically Offered:** Fall, Spring

Individual projects or directed reading for students qualified to carry on independent work.

Note: Admission requires approval of the instructor and the Associate Dean. Petitions can be obtained from the Undergraduate Business Advising Center, Tahoe 1030.

Credit/No Credit

IBUS 180. Sustainability Business in Global Economy. 3 Units**Term Typically Offered:** Fall, Spring

Introduces students to the emerging field of sustainability in business and the growing focus on the social, environmental, and economic performance of businesses in global economy. The course presents scientific, moral, and business cases for adopting sustainability.

IBUS 190. International Business. 3 Units**Term Typically Offered:** Fall, Spring, Summer

Analyzes international business: foreign markets; export-import trade; licensing agreements; foreign exchange problems; role of the multinational firm; intergovernmental trade agreements; balance of payments; decision making in foreign environments.

IBUS 195. Internship in International Business. 3 Units**Prerequisite(s):** Minimum Sacramento State GPA of 2.5.**Term Typically Offered:** Fall, Spring

Supervised work experience in business, governmental or service agencies for the purpose of increasing student understanding of the nature and scope of their operations. Supervision is provided by the faculty and the cooperating agencies.

Note: Open to upper division students, subject to permission of the Management Area. Open to declared business administration majors only. Petitions can be obtained from the Student Affairs Office, Tahoe 2065.

Credit/No Credit

IBUS 199. Special Problems in International Business. 1 - 3 Units**Term Typically Offered:** Fall, Spring

Individual projects or directed reading for students qualified to carry on independent work.

Note: Admission requires approval of the instructor and the Associate Dean. Petitions can be obtained from the Undergraduate Business Center, Tahoe 1030.

Credit/No Credit