Entrepreneurship, Minor

DEPARTMENT

Department of Management
Jim Schmidtke, Chair
Peters Business Building, Room 289
559.278.2851
FAX: 559.278.4911
www.fresnostate.edu/craig/depts-programs/mgt

BS in Business Administration - Human Resource Management Option, B.S.
BS in Business Administration - Management Option, B.S.
BS in Business Administration - Entrepreneurship Option, B.S.
MN in General Business, Minor
MN in Entrepreneurship, Minor

Courses Offered

The Department of Management offers three options within the Bachelor of Science in the Business Administration degree program: (1) Entrepreneurship, (2) Human Resource Management, and (3) Management.

The Entrepreneurship Option offers students a comprehensive academic experience in entrepreneurship that starts with the classroom and links to the community. It integrates core business concepts around the formation, start-up, and growth of an entrepreneurial firm. By taking a select group of entrepreneurship courses, the students learn how to launch their own business idea.

Students can facilitate their learning experience through active involvement in the Lyles Center for Innovation and Entrepreneurship, Craig School's Small Business Institute, and the Institute for Family Business.

The Human Resource Management (HRM) Option is one of only 57 programs nationally -- and the only program in the California State University system -- that has been certified by the Association of University and College Industrial Relations and Human Resource programs. The HRM Option has consistently ranked in the top five programs nationally. This ranking is based on the number of students who pass the Professional in Human Resource exam given by the Society of Human Resource Management.

HRM students explore how organizations can best utilize their most important resource - their employees. Among the issues discussed are how to recruit and select the best employees, how to determine fair compensation, how to use benefit and performance appraisal systems that reward high performance, how to comply with federal and state employment laws, and how to negotiate and resolve employment disputes. The courses offered are intended to help those interested in creating a work environment that promotes teamwork and encourages employee excellence.

The Management Option develops skills, knowledge, attitudes, and abilities necessary for effective leadership in a wide variety of organizations. Graduates are prepared for entry-level leadership positions in today's rapidly-changing workplace through a dynamic curriculum combining theory, skill development, and practical experience, including internships in the student's area of interest. Courses develop those leadership abilities demanded by employers that include written, oral, analytical, and people skills. The option also provides a strong foundation for the M.B.A. Students may choose one of the following three tracks:

Organizational Leadership - Courses in this track prepare students for positions as project leaders, team leaders, and business managers. Courses emphasize leadership issues such as self-directed work teams, performance improvement, negotiating, vision and goal setting, and change management.

Production/Logistics Management (PLM) - This track provides students with a foundation for a variety of management career opportunities in manufacturing and distribution. With total quality management as a common basis, the PLM curriculum combines the two integrated disciplines of production/operations (transformation of resources into high quality products and services) and logistics (management of supply and distribution activities). Emphasis is placed on complementing the student's knowledge of PLM subject matter with hands-on, industrial experience gained through internship programs with local firms.
Special Management Applications - This track is designed for Management Option students who have a professional interest in a particular industry chosen by the student (agriculture, fashion merchandising, health science, industrial technology, recreation, theater, etc.) Students take business and organizational leadership courses and then, with approval of the department chair, select courses in their specific areas of interest.

**REQUIREMENTS**

**Business Minors* Requirements**

**Entrepreneurship Minor**

ENTR 81, 151, 153; MGT 127 (12 units)
Elective courses: BA 152; ENTR 155, 157, 161, 163S, 165, 167, 169; FIN 131 or courses approved by the option coordinator (6 units)
Total (18 units)

* Students must earn a grade of at least C in each course.

**Advising Notes**

1. All minors also require a 2.0 GPA and 6 upper-division units in residence.
2. No course taken for the business minors can be graded on a CR/NC basis except for courses with mandatory CR/NC grading. Courses in a major cannot be applied toward a minor unless designated as "additional requirements."

**FACULTY**

The faculty of the Department of Management comprises individuals who have studied and pursued business careers throughout the world. Well over a dozen specializations within the field of business administration are taught, researched, and shared with the business community by these professors. Case studies, experiential exercises, computer simulations, laboratory research, business community projects, guest speakers, and seminar discussions are just a few of the ways in which instructors provide the students with a "real-world" exposure to business. The combination of faculty expertise, teaching skills, research activities, and business experiences assures the student of receiving the best possible management education.

For faculty phone numbers and e-mail, see the campus directory.

For more on the faculty, see the faculty pages.
The faculty pages are updated by the department or program.