

2020-21 Business Administration, B.S. Entrepreneurship Concentration

Why Cal State East Bay

The College of Business & Economics (CBE) provides a leading-edge curriculum and a customizable approach to business education. Our B.S. in Business Administration is structured around a core set of classes that develop comprehensive business perspectives and skills. With classes that range from International Business to Professional Business Ethics to Marketing Principles, a graduate in our program is poised for a lifetime of achievement in the professional world.

What Makes Our Program Distinctive



The Entrepreneurship concentration focuses on the management of existing small and medium size businesses, the procedures for establishing new ventures either as new firms or as subdivisions of existing firms, and the problems confronting new venture managers during the critical start-up period. The concentration provides an excellent preparation to those who plan to have their own firm, to be employed by small or medium size business firms with high growth potential, or to

work in positions within financial institutions, government agencies, management consulting firms, and marketing agencies that deal primarily with the needs and problems of small to medium sized firms.

Career Readiness



The CBE Office of Career & Professional Development provides networking events, mentorship programs, leadership and career preparation workshops, where our students can hone their skills and make the connections necessary to launch their careers. As your partner for career and recruitment success, we provide quality services, support career preparedness initiatives and offer college-wide career programming for all

College of Business & Economics students, alumni, and employers. It's never too early to begin thinking about your career. Successful careers start with a strong strategy. We provide CBE exclusive workshops, company information sessions, internship opportunities, networking events, and other resources that will guide you through the career planning process and help develop that strategy.

Student Support



As you focus on your studies, the CBE Office of Undergraduate Advising focuses on you. Our office is here to help make your undergraduate experience a positive and enriching journey. Our professional advisors and friendly staff are fully engaged in furthering your academic success by providing personalized academic guidance and resources from your freshman to your senior year. Our main functions are academic advising, transcript evaluation upon admission to the major, and

providing audits for graduation. We also manage registration and assist with other College or University policies and procedures. We strive to provide proactive, timely and accurate academic support.

Lower Division Core Courses

- STAT 110 Statistics for Business
or STAT 100 Statistics & Probabilities
- MATH 110 Finite Math for Business
or MATH 180 Math for Business with Calculus
- ECON 200 Principles of Microeconomics
- ECON 205 Principles of Macroeconomics
- ACCT 210 Intro to Financial Accounting
- ACCT 215 Intro to Managerial Accounting
- ACCT 220 Legal Environment of Business

Upper Division Core Courses

- FIN 300 Financial Management
- ITM 300 Information Technology Management
- MGMT 300 Business & Professional Ethics
- MGMT 350 Decision Science
- MKTG 300 Marketing Principles
- MGMT 310 Organizational Behavior
- BUS 335 Communications in Team Building
- MGMT 360 Operations Management
- MGMT 370 Business, Government & Society
- ECON 380 Managerial Economics
or ECON 385 Global Economic Analysis

Capstone Course

- MGMT 499 Strategic Business Management

Entrepreneurship Concentration

- MGMT 375 Launch & Scale New Ventures
- MGMT 378 Entrepreneurship Practicum

Concentration Electives (4)

- ECON 431 Economics of Innovation & IP
- FIN 470 Entrepreneurial Finance
- MGMT 320 Negotiation & Conflict Mgmt
- MGMT 376 Business Model Innovation
- MGMT 377 Social Entrepreneurship
- MGMT 450 Project Management
- MKTG 310 Marketing Research
- MKTG 427 Digital Marketing & Social Media
- MKTG 432 Marketing for New Ventures
- MKTG 485 Establishing New Enterprises
- MKTG 487 Practicum in Small Business Mgmt

