

Required Courses

BUS-12 Opportunity Analysis for Entrepreneurs (2 units)*

This course examines the entrepreneur's role in the global economy as an exploiter of opportunities. Topics include the creative search for ideas, the innovation process, and the opportunity analysis to screen for the best ideas.

BUS-13 Developing a Successful Business Plan/Models (2 units)*

This course provides a systematic process for developing a business plan or model. It establishes a clear road map for clarifying a vision for a business and the strategic, tactical, and operational plans and/or model to move ideas into action. Students further along in the planning and research process will work through the major components of writing a business plan and/or model and emerge with a completed draft of a business plan/model.

BUS-14 Social Media and Electronic Marketing for Entrepreneurs (3 units)*

This course introduces social media and online marketing tools for small businesses. Topics include social networking, online marketing channels, and creating an online presence for small businesses.

BUS-30 Entrepreneurship and Small Business Management (3 units)*

Identify and evaluate opportunities for start-up and existing small businesses. Investigate concepts, tools and practices associated with identifying or creating new venture opportunities. Explore ways to shape and evaluate the viability of these opportunities by understanding key industry factors, market and competitive factors, and customer needs.

*This class transfers toward one or more CSUSB or CalPoly majors. Visit www.assist.org or the Counseling office for details.

