

ENTREPRENEURSHIP (ENTR)

ENTR 100 Developing an Entrepreneurial Mindset (3.0 Units)

This course is designed for those interested in starting their own business, either as their primary or extra income, including individual businesses such as freelancers, contractors, consultants, and others in the gig economy. The class is centered on three key aspects of entrepreneurship: (1) the individual, their traits, skills, and attributes that make entrepreneurs successful, (2) the business ideas, how to generate them, where to look for them, how to expand them, and (3) focusing strategy and plans for the business via Business Model Canvas.

Lecture Hours: 54.0

Transfer: Transfers to CSU only

ENTR 102 Entrepreneurship and Innovation (3.0 Units)

This course will introduce entrepreneurial thinking including systems design requirements to operate the business, customer assessment, data analytics, and strategies necessary for testing product or service viability within the market.

Lecture Hours: 54.0

Transfer: Transfers to CSU only

ENTR 104 Starting a Business for Entrepreneurs (3.0 Units)

This course will introduce students to bootstrapping (building limited-startup resources and strategies), social media strategies and platforms, cybersecurity, and tactics to launch their business or expand their reach. Students will experience entrepreneurial situations and best practices through case studies, interactive sessions, and class exercises.

Lecture Hours: 54.0

Transfer: Transfers to CSU only

ENTR 106 Money, Finance, and Accounting for Entrepreneurs (3.0 Units)

This course will address the financing and accounting challenges entrepreneurs face to start and operate an enterprise. Students will learn the fundamentals of accounting, bookkeeping, licensing, registration, and taxation required to start and operate an enterprise. This course also will examine essential decision-making principles such as how much money is required to start the business, when and how to obtain financing, equity, bootstraps, angel investors, and venture capital. USC

Lecture Hours: 54.0

Transfer: Transfers to CSU only

ENTR 108 Entrepreneurial Law Entrepreneurs (3.0 Units)

This course introduces students to basic legal concepts specifically relevant to a business start-up venture. This course provides a practical application of concepts to help students mitigate risk, avoid liability, and promote business growth. Important aspects of the law relevant to entrepreneurs will be discussed including, essential components of business operational structures; nature and form of sales; risk and property rights; obligations and performance; and employment.

Lecture Hours: 54.0

Transfer: Transfers to CSU only

ENTR 110 Business Model Canvas and Presentation For Entrepreneurs (3.0 Units)

This course is designed to introduce students to the nine essential components of the Business Model Canvas: Customer Segments, Value Proposition, Channels, Customer Relationships, Key Resources, Key Activities, Key Partners, Revenue Streams, and Cost Structure. Students will apply these elements of the Business Model Canvas to create a business plan. Students also will learn how to communicate these essential elements of the Business Model Canvas by using technology to create presentations using video, animation, visuals, stories, and simulations.

Lecture Hours: 54.0

Transfer: Transfers to CSU only