**CALIFORNIA STATE UNIVERSITY, BAKERSFIELD**

**Department of Management & Marketing**

**BA 4850 Individual Study in Business Administration (1 unit)**

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**Course Description**

The student will 1) watch a series of eight entrepreneurship & innovation training workshop videos; 2) reach out to agriculture, food processing, and/or restaurant sites to conduct brief interviews about their agricultural or food waste generation and its potential as a biofuel source; 3) conduct follow-up phone, email, or site visit communication with the partner site as needed; and 4) write a culminating paper summarizing the partner site interview & communications, linking these with additional outside literature and references, outlining an entrepreneurial venture proposal, and describing the learning and career benefits the student gained from the course.

**Course Overview**

This independent study will train NSME and other students outside the BSBA small business management concentration in basic entrepreneurship & innovation skills, give them practical experience with local small businesses and with basic laboratory research methods, expose them to broader literature on technological entrepreneurship & innovation, and allow them to relate this learning to their personal career goals.

**Course Requirements**

* Successful completion of quizzes testing learning retention from the eight workshop videos (5 hours / 20% of grade)
* Submission of a brief summary of the partner site interview results (10 hours / 30% of grade)
* Submission of a culminating paper linking the site interview with additional outside literature and references, outlining an entrepreneurial venture proposal, and describing the learning and career benefits the student gained from the course (15 hours / 50% of grade)

**Workshop Module Links**

* [Innovation Training](https://www.youtube.com/watch?v=ItNJnGr7Osk)
* [Translating Scientific Information into Business Terminology](https://www.youtube.com/watch?v=C4RmQ8c1u08)
* [Cost Accounting & Due Diligence](https://www.youtube.com/watch?v=X92dgpL1fgA)
* [Grant Research & Writing](https://www.youtube.com/watch?v=OPs3qrnQoK0)
* [Patents, Trademarks, & Copyrights](https://www.youtube.com/watch?v=V7O8VQQh9jY)
* [Web Development](https://www.youtube.com/watch?v=aQmCkPE2HoI&t=949s)
* [Entrepreneurial Leadership](https://www.youtube.com/watch?v=hfjRdYoh7cE)
* [Tailored Resume Preparation](https://www.youtube.com/watch?v=H60mgd707so&t=4s)

**Reading List for the Entrepreneurship & Innovation Literature**

* Entrepreneurship Theory & Practice
* Journal of Business Venturing
* Journal of Small Business Management
* Research Policy
* R&D Management
* Journal of Product Innovation Management
* Journal of Technology Transfer
* Technovation
* Economics of Innovation & New Technology
* International Journal of Innovation Management
* Other journals as assigned

**Relevant Learning Goals from the BSBA Major**

Goal 1: Communication Skills

* Objective 1a. Writing: Students will produce concisely written documents that: (1) focus on the intended audience, (2) are logically organized with cogently developed ideas, (3) effectively employ vocabulary and are free of spelling and grammatical errors and (4) have a high quality appearance.
* Objective 1c. Teamwork and interpersonal skills: Students will effectively contribute to teams by: (1) fully engaging in group discussion and decision making, (2) following up on responsibilities, (3) exercising effective interpersonal skills, (4) being helpful to teammates, and (5) using tact and diplomacy to keep the group on track.

Goal 2: Quantitative Skills

* Objective 2a. Design: Students will select graphical, quantitative, and statistical methods and models appropriate to frame various business problems and decisions.
* Objective 2b. Calculation and analysis: Students will: (1) calculate accurately and (2) effectively summarize and analyze quantitative and qualitative data. They will be proficient in using software to perform these tasks.
* Objective 2c. Interpretation: Students will accurately interpret the results from graphical, quantitative, and statistical methods and models.

Goal 3: Functional Areas of Business

* Objective 3a. Knowledge of functional areas: Students will demonstrate subject matter knowledge of: (1) financial accounting, (2) managerial accounting, (3) organizational behavior, (4) operations management, (5) information systems management, (6) financial management, and (7) marketing. diversity and global perspectives are utilized where pertinent.
* Objective 3b. Information competency: Students will: (1) locate data and information pertinent to business functions and decisions, (2) critically evaluate credibility of sources and reliability of information, and (3) synthesize information from diverse sources and perspectives and assess its adequacy for decision support.

Goal 4: Integrative Problem Solving and Decision Making

* Objective 4a. External environments: Students will analyze the external environments of organizations, including the political/legal, economic/technological, and global/cultural diversity perspectives and integrate these analyses into problem solving and decision making.
* Objective 4c. Business policies and strategy: Students will apply the knowledge and skills of the business major to identifying, analyzing, and formulating business decisions, policies and strategies.

**Policies**

* Academic Honesty: Students must adhere to the University’s academic honesty policy. Campus policy on academic honesty can be found by doing a word search for "academic integrity" in the online CSUB Catalog.
* Students with Disabilities:Special arrangements will be made for students with disabilities in accordance with the university policy. Following is a statement recommended by CSUB Academic Senate regarding Services for Students with Disabilities: “To request academic accommodations due to a disability, please contact the Office of Services for Students with Disabilities (SSD) as soon as possible. Their office is located in SA 140, and they may be reached at 661-654-3360 (voice), or 661-654-6288 (TDD). If you have an accommodations letter from the SSD Office documenting that you have a disability, please present the letter to me during my office hours as soon as possible so we can discuss the specific accommodations that you might need in this class.”