

## Program Overview

Established in 1995, the Center for Entrepreneurial Studies (CES) at Washington State University offers students the opportunity to pursue an undergraduate major or minor in entrepreneurship, earn a master of business administration in a program focused on entrepreneurship and innovation, or focus their doctoral studies on entrepreneurship.

Innovation drives our economy. Entrepreneurship is about the process of commercializing innovation, developing new technologies, creating new businesses, and managing new products and services within existing businesses for people around the world. Learning about entrepreneurship is a vital and growing activity at WSU.

Entrepreneurship study prepares students to understand how to launch their own new venture, how to take an existing family or small business up to the next level, as well as how to launch and manage a new product or service within an existing small or large business. In fact, demand is high within corporations for entrepreneurial leaders such as the ones produced by the CES.

## Distinctions

- The College of Business is **ranked 11th** among business programs at public universities in the western United States (*US News and World Report* 2007).
- The WSU MBA program was named one of *Princeton Review's* "**Best Business Schools**" for 2008.

- The College of Business is among **2 percent of business schools worldwide** to achieve AACSB accreditation at the bachelor, master, and doctoral levels (Association to Advance Collegiate Schools of Business).
- The CB's nationally recognized International Business program sponsors faculty-led global learning in China, Greece, Italy, Korea, Norway, Switzerland, and Thailand, and **sends more students abroad** than any other college at WSU.

## Faculty

The center employs a successful, interdisciplinary approach; some of its world class faculty teach full-time within the center, some teach within the departments throughout the business school, and others are distributed across WSU's regional campuses. The center boasts two faculty in prestigious endowed chair positions. The faculty as a whole are very active in teaching, conducting world-class research, and enabling students to succeed in the Business Plan Competition, study abroad projects, and start-up ventures.



**James E. Torina** ('83 Business Administration/Management) Chairman and CEO, Talyst Corporation

## Careers in Entrepreneurship

Career opportunities for entrepreneurship majors are virtually unlimited. They are as boundless as a student's creativity, imagination, work ethic, and personal character. Entrepreneurship majors learn skills and attitudes that are valuable not only in the creation of new ventures, but also in reinvigorating established organizations. Many recruiters ask for students who have an entrepreneurial attitude.



The world faces global challenges in energy, healthcare, education, and overcoming hunger and poverty. The solutions for these challenges will come from innovators, not from governments. It is entrepreneurs with fresh perspectives and new ideas for cost-effective solutions that offer hope for tomorrow. With a unique perspective on the state, the nation, and the world, Washington State University provides a broad, rich view of the world...while offering every opportunity to change it!"



## Business Plan Competition

The College of Business sponsors two annual University-wide business plan competitions in the fall and spring for students who want to develop a business plan for their business ideas or inventions. Business students have teamed up with students from engineering, agriculture, biological science, food science, fine arts, music, and other disciplines to design business plans for real world innovations. The judges for the competition are venture capitalists, bankers, entrepreneurs, and executives; prize money and scholarships are awarded to top teams.

Teams are recommended to be interdisciplinary, and may consist of graduate as well as undergraduate students. Each team conducts the market research and business planning for a new business venture, including:

- Evaluation of the market potential of a product or service, including its potential for sustained profitability,
- Application or development of a proposed idea or technology and assessment of key feasibility issues, and
- Development of a comprehensive business plan.

## Innovation Assessment Center

For more than a decade, the Washington State Innovation Assessment Center (IAC) has provided evaluation services to individuals and small businesses throughout the world. An IAC early stage market assessment will help you decide if you should make additional investments in your idea, make modifications in your product to improve marketability, or invest in a different idea. For further information, contact Joe Harris at 509-335-6415 or [harrisj@wsu.edu](mailto:harrisj@wsu.edu) or visit [business.wsu.edu/iac](http://business.wsu.edu/iac).

## Required Courses

After taking 60 credit hours, completing 10 specified courses (EconS 101 and 102, Engl 101, Acct 230 and 231, B Law 210, MgtOp 215, Math 201 and 202, and MIS 250), and earning a 2.5 GPA, students can apply to certify into a specific major within business, such as entrepreneurship. Certification is required for enrollment in all 300- and 400-level business courses. Summer courses transferred from a community college will not meet the deadline for fall certification. All business majors must complete the Global Learning Requirement.

Students should consult the *General Catalog* for course planning and must meet course requirements, as outlined in the *General Catalog*, in order to graduate. Requirements subject to change.

In addition to WSU general education requirements and the College of Business graduation requirements, entrepreneurship students must complete the program requirements of the degree.

### REQUIRED ENTREPRENEURSHIP COURSES

EntrP 375—Global E-Commerce  
EntrP 426—Entrepreneurial Finance  
EntrP 489—Entrepreneurial Management  
EntrP 490[M]—Entrepreneurship  
EntrP 492—Small Business Policy\*

Three of the following:

Acctg 338—Cost Accounting  
B Law 410—Law and Government Regulation of Business  
EconS 305—Theory of the Firm and Market Policy  
EntrP 485—Entrepreneurship for E-Commerce  
EntrP 496—Special Topics  
EntrP 498—Entrepreneurship Internship  
EntrP 499—Special Problems  
Fin 456[M]—Pure Risk Management  
MgtOp 450—Personnel and Human Resource Management  
MgtOp 455[M]—Staffing  
MIS 372[M]—Database Management Systems  
Mktg 478[M]—Sales Management

\*EntrP 492 may not be used to satisfy both the entrepreneurship and the business core requirement.

Entrepreneurial Studies,  
International Business,  
Study Abroad,  
and International  
Transfers Advisor



**Bonnie Burkett**  
[burkettb@wsu.edu](mailto:burkettb@wsu.edu)  
509-335-7659  
Todd Hall 405

