

Entrepreneurial Engineering Emphasis: Course Suggestions

2022-2026 Catalog

This list of classes is a suggestion for you as you build your Emphasis. You will have to make sure you have the pre-requisites and in some cases you also might need to get permission from the faculty teaching the class.

BUS 220: Business Basics for Entrepreneurs. Basic business concepts for non-business major entrepreneurs, including unit economics and simple financial statements, intellectual property, entrepreneurial marketing, information technology, team management, and business ethics.

BUS 310: Introduction to Entrepreneurship. Role and impact of entrepreneurship and technology startups; characteristics and traits of entrepreneurs; opportunity identification and assessment; frameworks for building startups; the founding team; organizational and legal issues; business and value proposition models; acquiring resources; entrepreneurial risk; realizing and harvesting value.

BUS 389: Introduction to Business Negotiation for Entrepreneurs. Negotiation theory and skills required for successful entrepreneurship. Emphasis on negotiation simulations and role playing, with hands-on experience in applying negotiation skills.

BUS 408: Innovation and Entrepreneurship Through Disruptive Technologies. Theory of disruptive innovation and its use in creating business and entrepreneurial opportunity. Basic technical underpinnings of disruptive technologies, including artificial intelligence, autonomous vehicles, Internet of Things, augmented and virtual reality, machine learning, and genetic engineering. Prerequisite: BUS 310

PSC 392: Appropriate Technology for the World's People: Design. Addresses the needs of international impoverished communities with technological solutions, which are inexpensive, ecologically sustainable, and socially appropriate. Group study of target communities, and design and construction of an appropriate technology prototype.

JOUR 385. Media Innovation and Entrepreneurship. Innovation and entrepreneurship in journalism. Human-centered design. Business plan development. Designing content to reach and engage an audience. Identifying opportunities to create sustainable journalistic enterprises for real-world application in Cal Poly's student-run media organizations.

PHIL 337: Business Ethics. Critical examination of ethical problems that arise in business.