

Entrepreneurship Minor Application for Admission

UCLA Anderson Graduate School of Management

□ **Preparation Module for the Minor in Entrepreneurship**

Before enrolling in the first upper division minor course, all accepted students are strongly encouraged to complete a self-paced module based on the following text:

John W. Mullins. *The New Business Road Test. What Entrepreneurs and Executives Should do Before Launching a Lean Start-up.* 4th edition. (London: FT Prentice Hall, 2013)

The recommended module can be completed in fewer than 3 weeks, and graduate student mentors will be available to advise students as necessary. Five copies of Mullin's text are on reserve at the Anderson Library and Young Research Library and can be purchased for \$28 from most on-line retailers (or \$18 for an electronic version). An outline for the self-study course and related assignments can be found on the minor website.

□ **Learning Goals for the Minor in Entrepreneurship**

The minor in Entrepreneurship is designed for undergraduate students who want to develop skills to start a new business, take on business development in larger organizations, or simply seek to understand how to assess an entrepreneurial idea, or launch a social or technological venture. The program is expected to enhance students' understanding of how entrepreneurship contributes to the benefit of society's economic and innovative growth and to recognize and develop new venture opportunities. Students who successfully complete the program will be able to:

1. Understand the elements of the new venture process to include creativity, ideation, opportunity recognition and lean-startup principles;
2. Understand how to develop, articulate and communicate business concepts or models that could include well developed business plans;
3. Use quantitative and qualitative analytical tools to identify and evaluate feasibility and models;
4. Demonstrate familiarity with the process for moving business concepts to commercialization and the interaction with customers and products or services, and in that process;
5. Understand the power of teams and issues of motivation, and incentives in entrepreneurial organizations;
6. Understand how to evaluate funding sources for new ventures at various stages of growth; and
7. Develop strategies for growing a new venture.

In sum, through the learning goals established above and by becoming active learners, students will be better able to develop, to analyze, to think, and to act on their entrepreneurial ambitions. The curriculum is also designed to enhance their written and communications skills and their ability to think critically and to engage in quantitative analytical reasoning tempered by intuitive approaches to new venture initiation. Students will be able to understand and manage the risks inherent in all business concepts and be able to make choices about new products or services and entrepreneurship as a career.