

CALIFORNIA STATE UNIVERSITY, BAKERSFIELD
ACADEMIC SENATE

AAC

**Change of Title from Small Business Management Concentration in the BSBA
Program to “Entrepreneurship Concentration”**

RES 222322

RESOLVED: That the name of the Small Business Management Concentration in the BSBA be changed to Entrepreneurship Concentration.

RATIONALE: The term “small business” no longer accurately describes the breadth of the curriculum in the concentration. Entrepreneurship better captures the breadth of topics covered in the concentration and would more accurately signal the content to both students and employers. The courses in the concentration will remain the same and are listed below.

Required Courses

- Entrepreneurship
- Small Business

Three Additional Courses Drawn From

- Career & Managerial Skills
- Total Quality Management
- Entrepreneurial and Small Business Finance
- Professional Selling
- Managerial Accounting
- Small Business Consulting
- Contract Management

Approved by the Academic Senate April 20, 2023

Sent to the President April 28, 2023

Approved by the President May 2, 2023

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