BRINGING ENTREPRENEURSHIP EDUCATION TO THE FAR REACHES OF CAMPUS:
EXAMPLES FROM FRESNO STATE’S MASS COMMUNICATION AND JOURNALISM,
BUSINESS LAW, MUSIC, AND FOOD SCIENCE AND
NUTRITION DEPARTMENTS

Submitted by:

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ACADEMIC ABSTRACT

When you think of public relations, food and nutrition, and music, you probably don’t automatically think of entrepreneurship. But Fresno State’s Lyles Center for Entrepreneurship and Innovation, through a grant from the Coleman Foundation, encouraged these and other academic disciplines to incorporate entrepreneurship into their curriculum – with tremendous success.

Session will be moderated by Tim Stearns, director of the Lyles Center, and feature a panel discussion regarding the innovative ways Fresno State is bringing entrepreneurship education to the far reaches of its campus.

PANELISTS

- Prof. Betsy A. Hays, APR, Mass Communication and Journalism, California State University, Fresno
- Dr. Lynn Forsythe, Finance and Business Law, California State University, Fresno
- Prof. Corey Whitehead, DMA, Music, California State University, Fresno
- Prof. Klaus Tenbergen, CMB, CEPC, MCFE, Food Science and Nutrition, California State University, Fresno
- Moderator – Dr. Tim Stearns, Lyles Center for Entrepreneurship and Innovation, California State University, Fresno

EXECUTIVE SUMMARY

In this session, panelists will discuss their “entrepreneurship experiments,” including challenges faced when ideas were introduced, student and colleague feedback, administrative support and plans for the future, including efforts to fine-tune the course models for duplication and sustainability.
Prof. Betsy Hays will discuss her first-of-its-kind Public Relations Entrepreneurship Course, first taught in Spring 2007 and poised to become a regular part of the public relations curriculum. She’ll discuss her research into the uniqueness of the course, as well as why she (and her students) believe that it’s a valuable part of training for future practitioners in the public relations industry.

Dr. Lynn Forsythe will review her business law course for entrepreneurs, which encompasses how entrepreneurs can prevent legal problems, manage legal issues as they arise, and employ law for competitive advantage. The importance for such a course, as well as specific law topics, will be addressed.

Prof. Corey Whitehead will discuss his new course, Entrepreneurship in the Arts: Digital Distribution of Media, which is designed to serve as an introduction to the processes involved in the digital distribution of audio-visual media. It also introduces students to the fundamental elements of digital media production and marketing. The over-riding goal of the course is the successful production of an audio-visual product followed by the creation and implementation of a marketing strategy for this product.

Prof. Klaus Tenbergen will review his new course, Entrepreneurship in the Food Industry, which is designed to give students an opportunity to apply the knowledge they’ve gained in previous classes to solve real world problems working with local industry and developing new venture creations. The course will focus on implementing management principles and practices in quality food operations with an emphasis on product, sales, income, and human resource strategies. It will also emphasize entrepreneurial skills with relevant learning experiences linked within a food business. A technology-enhanced entrepreneurship component will also better prepare the students to successfully transfer their skills and enhance the overall learning process.

**SO WHAT?**

Our hope is that by sharing our successful attempts to spread entrepreneurship across campus, we will encourage others to pursue similar efforts and/or incorporate some of these ideas and practices into their existing course offerings.