

BUS 311 : Entrepreneurship

The content of this course provides students an insight into (a) the characteristics of entrepreneurs, (b) the approaches entrepreneurs use to create, identify, and evaluate opportunities for new ventures, and (c) the skills that are needed to start and manage new ventures along with how to develop a preliminary business plan. The following topics will be addressed: creation and implementation of company strategies, marketing of products and services, pricing and promotion, financing, legal aspects of business formation, risk management, human resource management, and other related topics. Emphasis will be placed upon the preparation of an actual business plan.

Credits 3

Prerequisites

Completion of at least 45 credits , ACC 201, BUS 204, BUS 205 , BUS 212