

Introduction to Entrepreneurship

MGMT 2023

DEGREE PROGRAM COURSE DESCRIPTIONS

This course is designed to help aspiring entrepreneurs in turning innovated ideas into successful businesses. Using proven content, methods, and models for new venture opportunity assessment and analysis, students will learn how to identify and analyze entrepreneurial opportunities. Value propositions, customer segments, strategic alliances, and business modeling are core elements taught in the course. The initial steps to creating a business plan, and raising financial capital to launch the firm, are examined as well.

PREREQUISITES?

MATH 0103 or adequate math placement; ENGL 0106 or adequate placement score.

CREDIT HOURS

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