

MGMT 351: Entrepreneurship General

Students learn how to generate business ideas, create a business plan, mission and vision, and promote and market a company. Topics include exploring factors of business success and failure, core business concepts, economic systems, competition, production, and the global economy.

Credits: 3

Prerequisites/Permissions:

FINA 311(D/T) or FINA 312(D/T), MGMT 301(D/T), MATH 026(C/T) or MATH 156(C/T), MKTG 301(D/T), B-School Major/Minor

Program:

Management

COURSE DESCRIPTIONS