## MGMT 315: Entrepreneurial Opportunity Recognition

This course examines the entrepreneurial opportunity recognition process. Discussion of psychological, demographic, economic, social network, marketing, and finance factors will help students better understand how to take an initial new venture concept or idea and turn it into an entrepreneurial opportunity.

Pre-requisites: MGMT 301 (C/T); sophomores and above

Restriction: Must be Business School Student

1 2023-2024