

BUS 320 : Entrepreneurship – Opportunity Recognition and Evaluation

Develops skills necessary to recognize an opportunity, and evaluate the viability of an idea, prior to the investment of significant time and money. Uses student teams to develop, present, and critique entrepreneurial startups. (Letter grade only.)

Credits 3

Lecture Hours 45

Teaching Equivalent 3.00

Prerequisites

MGT 310 and MKT 300, both with grade C or better; or consent.