

BUS 245 : Entrepreneurship and New Innovation

Credits 5

Quarter Offered Winter

Learn how to become a small business owner. Students will analyze entrepreneurship and perspectives for success in their chosen field or service. Class features business scenario simulations as a key component to entrepreneurialism and start up. Other topics include entrepreneurship life, commitment to integrity, quality performance, innovation, motivations of owning a business, and influences on decision making. This class may include students from multiple sections.

Course Outcomes

Analyze the importance of small businesses and entrepreneurship in our society.

Distinguish among the different types and sources of start-up ideas.

Identify what matters in innovative thinking to generate ideas for business start-ups.

Describe the characteristics of successful entrepreneurial leaders.

Develop a business marketing plan.

Forecast sales and competitive advantages for specific businesses.

Articulate types of compensation plans, including the use of incentive plans and their use in lean startup practices such as business model experimentation.