

BUS 24 Introduction to Small Business Entrepreneurship

This course is designed to provide a systematic approach to planning, developing, and operating a small business. Students will focus on building the entrepreneurial skills needed to initiate and manage business ventures. The course will emphasize developing the expertise needed to analyze consumer and business trends and to use this information in planning and developing a business venture. Areas of concentration include the principles of developing new products, acquiring financing, drafting a business plan, advertising, taxation, accounting, and legal forms of organizations.