

# BUS 367 : Entrepreneurship

The course covers the theory, concepts, research and practice of starting and running a small business. Students will identify a real opportunity, then build a business plan, marketing plan, organizational plan and a financial plan to exploit the opportunity. This process will challenge students to think about protecting ideas, growing the business, securing capital and exiting the business. The course is designed in such a way as to create an atmosphere of collective learning.

**Credits** 4

**Prerequisites**

[BUS 115](#) or [BUS 204](#); and junior standing or above

**Semester Offered**

Offered spring