



BUS 150 - Introduction to Entrepreneurship

This course is designed for students across all academic areas to provide an overview of the entrepreneurship discipline and core concepts. Primary topics covered in this course include the role of entrepreneurship and innovation in society, entrepreneurial mindset and characteristics, recognizing and pursuing opportunities, and different facets of owning a business.

BUS 333 - Marketing Research

This course investigates the theory and practice of marketing research with emphasis on the problem-oriented nature of marketing research and how research activities are implemented by marketing researchers and used by managers.

BUS 350 - Creating and Launching the Venture

This course examines the process of new venture creation and launch, focusing on opportunity feasibility, start-up requirements, and business model development. Primary topics covered in this course include identifying business ideas and customers, market testing and iteration, securing resources, and launching a viable business model.

BUS 351 - Small Business Management

This course provides an overview of the growth and innovation concerns that family and small businesses encounter. Primary topics covered in this course include the unique aspects of a small business, succession planning, innovation strategies, valuation techniques, and exit strategies.

BUS 352 - Creativity and Innovation

This course examines interdisciplinary conceptualizations of creativity and innovation. Primary topics covered in this course include creative thinking techniques, brainstorming, problem-solving, and sustaining innovation.

BUS 353 - Entrepreneurial Finance

This course examines financial challenges and decisions related to entrepreneurship, focusing on issues relevant to the entrepreneur and potential investors. Primary topics covered in this course include financial statement analysis, venture valuation, raising additional capital, debt and equity financing, and financial performance evaluation.

BUS 450 - Managing and Growing the Venture

This course examines issues related to managing and growing entrepreneurial ventures, focusing on post-launch decisions and actions. Primary topics covered in this course include small business management, business planning, managing people and resources, operational and financing decisions, and other growth and exit considerations.