Ent 396: Business Venturing

This course covers the entrepreneurial process from conception to birth of a new venture. It concentrates on the attributes of successful entrepreneurs, opportunity recognition, venture screening, identification of resources, and business planning to learn how to turn opportunities into a viable business. Through lectures, classroom discussions, readings, and evaluation of new venture opportunities, students will experience what entrepreneurs undergo throughout the entrepreneurial process of launching a new venture.

3 Credits

**Prerequisites**
- Fin 331: Business Finance I
- Mktg 351: Marketing Principles
- Mgmt 371: Principles of Management

**Instruction Type(s)**
- Lecture: Lecture for Ent 396
- Lecture: Compressed Video for Ent 396

**Subject Areas**
- Entrepreneurship/Entrepreneurial Studies

**Related Areas**
- Small Business Administration/Management