Ent 396: Business Venturing Management

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

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Prerequisites

- Fin 331: Business Finance I
- <u>Mktg 351: Marketing Principles</u>
- <u>Mgmt 371: Principles of Management</u>
- Pre-Requisite: 24 Earned Hours

Instruction Type(s)

- Lecture: Lecture for Ent 396
- Lecture: Compressed Video for Ent 396
- Lecture: Web-based Lecture for Ent 396

Subject Areas

Entrepreneurship/Entrepreneurial Studies

Related Areas

Small Business Administration/Management

The University of Mississippi is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award certificates and baccalaureate, master's, specialist, and doctoral degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, call 404-679-4500, or visit online at www.sacscoc.org for questions about the accreditation.

