

## **GB 370: Entrepreneurship and Management Management**

This course is an entrepreneurial approach to the study of business management covering a broad range of management topics, appropriate for a general business major. While the course is designed to introduce the student to a manager's planning, organizing, leading, and controlling responsibilities, its focus is on the practical application of these skills and adaptive behavior in a business environment from an entrepreneurial orientation.

GB 370 may not be used as a 300+ business elective.

Students may take either GB 370 or Mgmt 371, but not both for credit toward a degree.

3 Credits

### **Prerequisites**

- Pre-Requisite: Successful Completion of 54 Hours.

### **Instruction Type(s)**

- Lecture: Lecture for GB 370
- Lecture: Compressed Video for GB 370
- Lecture: Web-based Lecture for GB 370

### **Subject Areas**

- [Entrepreneurship/Entrepreneurial Studies](#)

### **Related Areas**

- [Small Business Administration/Management](#)

