

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

Prerequisites

- [Fin 331: Business Finance I](#)
- [Mktg 351: Marketing Principles](#)
- [Mgmt 371: Principles of Management](#)
- 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
- Lecture: Hybrid Lecture for Ent 396

Subject Areas

- [Entrepreneurship/Entrepreneurial Studies](#)

Related Areas

- [Small Business Administration/Management](#)

