

# 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
- <u>Mktg 351: Marketing Principles</u>
- 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

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