

BUS 122 : Introduction to Entrepreneurship

This course covers the basic economic and business principles regarding small-scale business enterprises. Focusing on the creation of a business plan, topics include researching and evaluating resources, planning, marketing, cultivating money resources, and understanding key concepts in law, budgeting, financial statements, and business documentation.

Credits 3

Lecture Hours 3

Recommended Preparation

BUS 120 and placement into ENG 100.

Course Outcomes

- Develop a comprehensive business plan for a future business enterprise.
- Apply fundamental economic, financial, and organizational principles that govern the operation of business.
- Work collaboratively in a group setting to cultivate entrepreneurship and develop solutions to economic issues.