

# **BUS 122B : Introduction to Entrepreneurship: Sustainable Agriculture**

This course is a specialized section of Introduction to Entrepreneurship that focuses on sustainable agriculture. The course will cover the basic economic and business principles regarding small-scale business enterprises connected to agriculture, with a particular focus on sustainable agriculture in Hawai'i. With a focus 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 to the operation of a sustainable agriculture business.
- Work collaboratively in a group setting to cultivate entrepreneurship and develop solutions to economic issues.
- Apply general entrepreneurial concepts to sustainable agriculture practices in Hawai'i.