Nebraska Wesleyan University

BUSAD 248 Entrepreneurship

Catalog

2012-2013

Course Description

Students use multidisciplinary business skills to identify, analyze, and execute practical management solutions to the various problems and opportunities of a small business enterprise. The major projects preparation of an actual business plan. Lectures and guest speakers from the community help provide students a clearer understanding of the link between theoretical studies and the practical world of business.

Prerequisite(s): Junior standing and grades of "C-" or better in ACCT 031 Principles of Accounting I, BUSAD 100 Principles of Management, and BUSAD 115 Principles of Marketing, or permission of the instructor.

(Normally offered each spring semester.)

Course Hours

3 hours

Departments

1. Business, Accounting and Economics (Undergraduate)