

Nebraska Wesleyan University

Catalog 2015-2016

BUSAD 4700 Entrepreneurship

3 hours

Majors, Minors & Degrees:

Majors

Business Administration (B.A., B.S.)

Business-Sociology (B.S.)

Majors (Adult)

Organizational Leadership and Communication (B.S.)

Minors

Marketing

Certificates

Marketing Minor (18 hours)

Departments/Programs:

Business (Adult Undergraduate)

Business, Accounting and Economics (Undergraduate)

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 1310 Principles of Accounting I, BUSAD 2500 Principles of Management and BUSAD 2000 Principles of Marketing, or permission of the instructor.

(Normally offered each spring semester.)