Nebraska Wesleyan University

BUSAD 4700 Entrepreneurship

Catalog

2023-2024

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 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.)

Archway Curriculum: Integrative Core: Innovation Thread

Course Hours

3 hours

Departments

1. Business, Accounting and Economics (Undergraduate)