BUS. 161 Creativity and Innovation in Entrepreneurship

BUS. 161 CREATIVITY AND INNOVATION IN ENTREPRENEURSHIP

This course focuses on the importance of creativity and innovation in starting a new business. It explores how strategic risk-taking and opportunity recognition can lead to successful business ventures. Students will examine the traits and behaviors of effective entrepreneurs while learning to develop innovative ideas. The curriculum is designed for aspiring or current entrepreneurs with little or no prior business experience. *Grade Option (Letter Grade or Pass/No Pass). Degree Credit.*

Units: 3

Hours/semester: 48-54 Lecture; 96-108 Homework

Transfer Credit: CSU, UC