

# MBA-626 : Entrepreneurship and Innovation

In this course, students identify and analyze new venture opportunities for startups and established businesses. Topics include business plan development, new venture financing, demand assessment/market analysis, and more. In addition, key classroom attention is given to managing innovation, business model consideration, basic financial analysis, and creative decision making when it comes to new products and services. The course is aimed at future entrepreneurs, corporate innovators, and those managing new innovation.

**Credits** 3

**Instructional Method**

LEC

**Required Prerequisites**

Admission to MBA program

**Semester Offered**

Summer