

# **BUS - INNOVATION (BUS)**

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## **BUS 2403 Innovation and Entrepreneurship (2-2-3)**

Applies the Stanford-informed approach to learning innovation and entrepreneurship through the identification of local or global problems and generating innovative and entrepreneurial ideas to resolve them. Through project-based learning, this course identifies, discusses and analyses various business challenges which entrepreneurs face in a rapidly changing economic environment and guides students to develop the tools necessary to analyze themselves, as entrepreneurs, and their markets in order to start new businesses that revolve around innovations.