ENT - ENTREPRENEURSHIP (ENT)

ENT 4033 Startup Lab (2-2-3)
Startup Lab is an intensive, hands-on, project-based course in which student teams design and test new business concepts that address real-world needs. The course practically applies startup development methodology that takes the students through idea generation, marketing research, prototype development, customer acquisition strategy, and revenue model. At the completion of the course, the students need to defend the business plan to prospective stakeholders.
Prerequisites: ENT 3023