

BUS - INNOVATION (BUS)

BUS 2403 Innovation and Entrepreneurship (3-1-3)

Applying the a Stanford-informed approach to learning innovation and entrepreneurship develops the concepts and skills of how to start and run new ventures and discusses challenges entrepreneurs face in a rapidly changing economic environment. Discusses how to develop a business plan and financial feasibility study and synthesises knowledge students have gained from their management, business law and ethics courses. Requires students to engage with industry and the business environment to create and defend a comprehensive business proposal for a new idea.