

# MGMT 201

---

## **MGMT 201 Entrepreneurship**

3 Credits

This course provides learners with analytical frameworks for entrepreneurship self-assessment and developing a business strategy. Topics include entrepreneurship self-assessment and career preparation, product-market strategies, the evaluation of business opportunities that are relevant to start-up and growth, franchising, and acquisitions. Learners will use concepts from the course to prepare a business plan for launching a new venture. Learners will then present and defend their plan.

### **Prerequisites**

MGMT 150

### **Transfer Credits**

Explore transfer credit opportunities by visiting the BC Transfer Guide (<http://www.bctransferguide.ca>)

