

## **BUS-30 — ENTREPRENEURSHIP: FOUNDATIONS AND FUNDAMENTALS**

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### **About This Course**

**Transfer:** CSU

3.00 units

Prerequisite: None.

Description: An introductory course designed to explore, identify and evaluate business opportunities with an emphasis on starting and managing a small or existing business; investigating tools and best practices associated with identifying and creating new venture opportunities; explore ways to shape and evaluate the viability of opportunities; understanding key industry factors, market, competitive factors, and customer needs. 54 hour lecture. (Letter grade or Pass/No Pass option)