

BUS-360 : Venture Creation

This course is a dynamic learning and business development experience focused on the professional development of young entrepreneurs. Students will develop their own creative ideas, and use the rigorous lean startup protocol to design a specific business model to launch and scale (theoretically for class purposes only, or in the real world). Emphasis is placed on the lean startup and customer development principles (e.g. innovative business models, scientific approach, hypothesis testing, rapid iteration, minimum viable product, problem-solution fit, customer discovery process and agile development).

Credits 3

Recommended Prerequisites

Junior standing

Prerequisites

[BUS-120](#) or permission of instructor

Term Offered

Fall Only

Session Cycle

F