

MGMT 4330 : Entrepreneurship & Conscious Capitalism

The course introduces students to the process of starting and growing their own business. Students work in teams, use design and discovery thinking, combined with ideation, customer discovery process and inputs from experts to develop the value proposition and a business model for the delivery of a product or service. The course also covers conscious capital strategies including recognizing your personal and cultural values, engaging in authentic relationships with your stakeholders, learning to inspire others through conscious leadership and a connected company culture.

Credits 3

Course ID

007475