

# MLMGMT 6330 : Entrepreneurship & Small Business Management

This course introduces students to the process of starting and growing a new business. In this course, students learn how to recognize business opportunities, develop feasibility analyses and business plans, seek financing and funding for the new business, and develop the main functions of the new business (i.e., marketing/sales, finance, cash flow management, human resources). The course also covers business growth strategies and a focus on sustainability of the enterprise, including family-owned businesses. The course content is augmented with real-world case studies and interactions with successful entrepreneurs.

**Credits** 3

**Course ID**

008979