

BUSINESS**BUS**

**The Eli Broad College of Business
Eli Broad College of Business and
The Eli Broad Graduate
School of Management**

**101 Freshman Seminar for College of
Business Students**

Fall. 1(1-0) R: Open to freshmen in the Eli Broad College of Business and The Eli Broad Graduate School of Management or approval of college.

Exploration of students' interests. Interaction with business and academic professionals. Laying the foundation of skills and knowledge for success in business.

102 Career Seminar for Business Students
Spring. 1(1-0)

Introduction to careers in business, the world of work, business professionals, and skills necessary for success in the business professions.

**170 Business Model Development: The Hive
Startup**

Fall, Spring, Summer. 1 credit.

Moving new venture business ideas to implementation in an idea and collection laboratory.

190 The Art of Starting

Spring. 3(3-0) RB: Interest in entrepreneurship.

Aspects of the entrepreneurial experience. The entrepreneurial mindset and the venture creation process. Foundation for getting a venture started, and understanding of what it takes to be an entrepreneur.

201 Sophomore Seminar for Business

Fall, Spring. 1(1-0) P: BUS 101 RB: BUS 102 R: Open to sophomores in the Eli Broad College of Business and The Eli Broad Graduate School of Management. Approval of college.

Professional identity development as a global business leader. Topics include: multicultural competence, professional decision making, career strategies, working in a diverse team, and developing professional mentor relationships.

230 The Entrepreneurial Mindset

Summer. 3(2-0) P: BUS 190 SA: MKT 230

Components of entrepreneurship mindset. Steps in venture creation and idea generation. Methods for opportunity analysis and voice of consumer.

231 Venture Launch

Fall, Summer. 3(2-0) P: BUS 230 SA: MKT 231

Creating a minimum viable product. Market testing. Building a basic business model. Developing and executing a launch plan.

291 Special Topics: Introduction to Business

Fall, Spring, Summer. 3(3-0) R: Approval of college.

Basic introduction to the functional fields in business and their interrelationship. Review of fundamental concepts and principles of business.

491 Special Topics in Business

Fall, Spring, Summer. 1 to 6 credits. A student may earn a maximum of 6 credits in all enrollments for this course. R: Open to juniors or seniors in the Eli Broad College of Business and The Eli Broad Graduate School of Management and not open to students in the School of Hospitality Business.

Advanced study of interrelatedness of business functions not typically found in the business academic departments.