

# BUAD 346 : Innovation and Entrepreneurship

Innovation is critical to entrepreneurial success and transformational growth. Conventional strategies and programs often look at value creation only from the perspective of new ventures, opportunity identification or new product development. This course will explore innovation from a wide range of perspectives-from exploring innovative business models (i.e. new ways to source and deliver existing products) to intrapreneurial initiatives. While the emphasis will fall on early stage value creation enterprises, there will be some consideration given to the later evaluation of a business (growth and exit). {Note: this course is not required for ACCT majors.}

**Semester Hours** 3.0

**Prerequisites**

Sophomore status.