

The Future is OPEN



BUS 215: Introduction to
Business

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INTRODUCTION TO
BUSINESS



This textbook provides students with insight and knowledge into developing their entrepreneurial opportunity and creating a business plan for it. Students will research entrepreneurial ideas and determine how to turn an idea into a successful startup enterprise given the current and anticipated demographic, technological, and social climates. Students will also be offered an organized, step-by-step approach to preparing a business plan.

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