

The Future is OPEN



BUS 215: 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.

Brown
Cosumnes River College

