

NBUS 323: Introduction to Social Enterprise

Examines the concepts and purpose of for-profit and non-profit social enterprise organizations, how to develop a business idea, promote the idea, and develop an operations system for the product or service. Helps students examine regulatory requirements, identify the type of organization that best fits the purpose of the social enterprise and create a plan for sustainability.

Credits: 3

Prerequisites:

MRKT 239 or permission of the professor.

Program: Nonprofit Business and Social Enterprise