IMK4311: Digital Entrepreneurship

The Digital Entrepreneurship course examines methodologies and strategies to launch new businesses, products, and services. Students will learn how to research business ideas, design a business model, identify target audiences, collect and analyze customer feedback, and differentiate their business from those of their competitors. The course will also examine and analyze the key characteristics of successful entrepreneurs and the importance of entrepreneurialism in the economy.

Credits 3

1 Full Sail University