ENTB4623 : Entrepreneurship in the Entertainment Business

The Entrepreneurship In The Entertainment Business course examines the role of entrepreneurs in the entertainment industry and their effect on the global economy. The behaviors and motivations of entrepreneurs are explored. Students will learn the steps required to launch a start-up company. Other topics covered include types of business entities and tax implications, business licenses, competitive advantage, and operations. This course provides an examination of the challenges and benefits of choosing entrepreneurship as a career path.

Credits 3