

BOAD 341 : Finance

Introduction to finance for creative industry managers and small business entrepreneurs. Overview of fundamental business-related finance concepts, tools, and methods. Emphasis on the key tenets of entrepreneurial finance: evaluating business opportunities, understanding funding alternatives, selection of a business entity and the tax and legal implications of each, budgeting, negotiating effectively, and conducting key financial analyses, focusing specifically on a creative industry context.

Credits 3

Studio Hours 0

Lecture Hours 3

Prerequisite Courses

BOAD 255