Cosumnes River College

- BUS 215: Introduction to Business (Brown)

- Front Matter
- 1: Entrepreneurship Today
- 2: Creativity and Innovation
- 3: Problem Solving
- 4: Finding Opportunity
- 5: Building Networks
- 6: Consumer Behavior
7: Finance and Accounting for Entrepreneurs
- 8: Entrepreneurial Marketing
- 9: Business Model and Plan
- 10: Resource Planning
- 11: Business Structures
- 12: Pitching Your Business Idea
- 13: Launch for Growth
- 14: The Path Forward
- 15: Ethical and Social Responsibilities of Entrepreneurs
- 16: Entrepreneurial Journey
- Back Matter