

BUAD 201: THE COLOR OF BUSINESS (D)

This course looks at the issues hindering the growth and development of minority-owned businesses, from multiple perspectives: historical, economic, and societal. Students will hear from minority business owners to learn firsthand about the challenges they face, along with the strategies they utilize to remain relevant and solvent. Finally, after a comprehensive assessment of the current state, students will define a desired future state and develop a plan to address the needed change.

Credits: 3

Department: [Business](#)