

BUAD 363: EXPLORING MARKET DISRUPTION

Introduce students to market disruption as a new approach to a current marketplace with a focus on wicked problems. The process begins with an exploration of entrepreneurs that have taken what was not previously feasible or viable in each market and leveraged technology, customer preferences, or supporting infrastructure/ecosystem to make their new business model possible and profitable. Further work will identify potential market disruptions, application of innovative practice to develop solutions, use of minimum viable products to drive strategy and conduct efficient market testing, and how to create cross-functional innovation teams to overcome typical startup roadblocks quickly.

Credits: 3

Department: [Business](#)