



## COURSE DETAILS

ENTR 3400

3.0

FALL

**FACULTY:** Schulich School of Business

**INSTRUCTOR:** Narbe Alexandrian

**PRE-REQUISITES:** SC/ENG 3000 3.00 (Or equivalent)

## COURSE MODULES

### ► Organizational Behavior

Learn and practice the skills and behaviors associated with leadership of self, employees and teams, by developing an appreciation for authenticity, character and emotional intelligence in communication, leadership and team participation.

### ► Marketing

This module further examines strategy and entrepreneurship including the concepts of disruptive innovations and marketing. During the first part of the session, the importance and implications of the technology adoption life cycle are examined.



### ► Operations Management

The Operations Management Module aims to enable the students to organize business processes to maximize supply given the resources available to the firm. The module provides the opportunity to learn these themes through readings, lectures, live discussions and case presentations.

