Module 2:
“Creating, Running, and Sustaining, Successful Businesses”

This module is one of six total modules included in the case-based, introductory business course entitled “Business Thought & Action™”, created by former Dean Robert Dolan and Professors Robert Kennedy and Scott Moore of the Ross School of Business at the University of Michigan. While modules can be adopted individually or in groups, it should be noted they were originally designed to be taught sequentially and as part of the entire course.

Note regarding non-GlobaLens® materials:
There are non-GlobaLens materials included in this course. To access and purchase the non-GlobaLens materials, visit the individual publisher’s website or a teaching materials aggregator such as AcademicPub.com.