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GRO 511-01 SEM Tues 1730-2020  OR GRO 511-02 WEB OR GRO 511-02D WEB  (upper level undergraduates and graduate students). Cross-listed with ENT 511

**Entrepreneurship in the Longevity Economy: Silver Industries (3:3)**

Overview of the longevity economy and its influence on entrepreneurial opportunities. Case illustrations highlighted.  Using the entrepreneurial business model, students explore opportunities, risks, and rewards in the silver industries market.  Taught both online and face-to-face.