BUS 463 – Entrepreneurship Feasibility and Analysis

Course Description

This course provides students opportunities for analysis, synthesis, prescription, and application of entrepreneurship concepts. Students will use real-work entrepreneurship cases and apply critical thinking and decision-making skills involving complex entrepreneurship decisions.

Instructional Materials


Course Learning Outcomes

1. Analyze the business creation and start-up process.
2. Evaluate the financial requirements and management of a small business.
3. Analyze the human resource needs of the small business.
4. Build an effective business plan.
5. Manage the process for innovation and development in a small business.
7. Use technology and information resources to research issues in entrepreneurship feasibility and analysis.
8. Write clearly and concisely about entrepreneurship feasibility and analysis using proper writing mechanics.