

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

Allen, K. R. (2012). *Launching new ventures: An entrepreneurial approach* (6th ed., Custom). Boston, MA: Houghton Mifflin – Cengage.

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.
6. Analyze strategies for growth and business sustainability.
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.