



## BUSI-104: Business Planning

market assessments and basic market research, students will refine and test their business concepts. This course is a mandatory component of all Entrepreneurship Certificate programs offered by the department. By the end of the course, students will be equipped to make informed decisions about the viability of their entrepreneurial ventures.

SECTION C - Conditions on Enrollment

duct an environmer elop a strategic pl for a specific entre ht impact the busi Determine how fu cal community n rted. Opportunities for an Entrepreneurial Start-up a. What are the options? b. Evaluate and justify which has the greatest probability of economic success · Significant Changes Which Impact the Idea a. List types of changes b. List consumer trends · Analyze Current Business Environment a. Positive factors - need to capitalize on these b. identify how your business can stay flexible - particularly at the start · Creation of a Strategic Plan for the Entrepreneurial Idea a. Evaluate how well the idea is supported by consumer trends b. Conduct a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis · Determine Feasibility of Idea a. Is the market large enough? b. Who will be your competitors? c. Gath @omfeetiston easily stoppy/your ideas &xf \$ d. Is there profit available? **Methods of Instruction** SWOT analysis - ap the strengths, weaknesses, portunities and threats in a Activity market wo support other students plans ulletin Board Announcements Discussion Boar E-mail Communi tion encing Video or Telecon Di

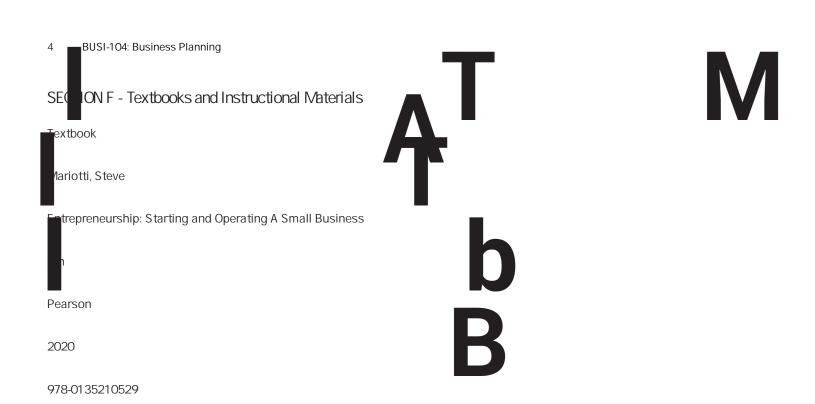
aluation **Methods** 

Develop a business plan

Assignments

Portfolios

Research materials, and other written or multi-media materials Im



Proposed General Education/Transfe Agreement CCCCT

No

Communication of the Codes (Admin Online of the