

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

3. Conduct an environmental analysis and develop a strategic plan for a specific entrepreneurial idea.
4. Determine how future development in the local community might impact the business to be started.

- 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. Can competition easily copy your idea?
 - d. Is there profit available?

Methods of Instruction

Activity	SWOT analysis - analyze the strengths, weaknesses, opportunities and threats in a market with the purpose of supporting other students plans
Announcements Bulletin Boards Discussion Boards E-mail Communication Video or Teleconferencing	
Checkbooks Discussions Group Work	
No	
Methods of Evaluation	

Portfolios	Develop a business plan
Assignments	
Research materials, and other written or multi-media materials	

4 BUSI-104: Business Planning

SECTION F - Textbooks and Instructional Materials

Textbook

Mariotti, Steve

Entrepreneurship: Starting and Operating A Small Business

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Pearson

2020

978-0135210529

Proposed General Education/Transfer Agreement

No

No

No

Course Codes (Admin Only) BMJ10B10E kabTT :T U:-TTB G:U TTB ot1

A T M
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