

IEN535 : Business Feasibility

Students in the Business Feasibility Course will assess the viability of opportunities by understanding key industry factors, market conditions, competitive forces, and customers' needs. Students will utilize previous research-based coursework and refine a customer-centric solution that addresses a problem that exists in the current marketplace. Development of a viable and feasible venture will form the basis for the student's business model.

Credits 3

Course Length 4 weeks