

# IEN680 : Business Model Implementation and Management

Students in the Business Model Implementation and Management Course learn about the process of bringing a business model to life, launching a new business, and confronting the reality of day-to-day management . Drawing from prior coursework, students will refine their business model, including sections on market research, industry trends analysis, competitive analysis, strategic positioning, and demonstration of financial viability.

**Credits** 3

**Course Length** 4 weeks