

IEN699 : Business Model Presentation and Thesis

Students in the Business Model Presentation and Thesis Course will complete their business model. Students will tell the story of their proposed model through a series of written proposals and a formal live presentation. Students will consider sources and uses of funds, working capital requirements, and the launch timetable. During the course, students will target the various audiences to which they will present the details regarding their company and its products and services.

Credits 3