

BUS229 : Project and Portfolio II: Market Research

The Project and Portfolio II: Market Research course combines hands-on learning experiences with summative and formative portfolio assessments. In this course, students will analyze an entertainment company to explore the various departments and operations of a business. This includes an analysis of the organization's strengths, weaknesses, opportunities, and threats (SWOT); competitor research; and financial information. By understanding the fundamentals of what makes a business successful, students will be better positioned to make informed decisions in their careers.

Credits 3