

# BUS479 : Project and Portfolio VII: Strategic Proposal

The Project and Portfolio VII: Strategic Proposal course combines hands-on learning experiences with summative and formative portfolio assessments. In this course, students will select a current business problem related to the entertainment industry, assess potential action steps, and develop strategic plans to propose a solution. Through this process, students will evaluate the management, marketing, financial, legal, and ethical factors that influence real-world business decisions. Students will also assess external entrepreneurial opportunities that these scenarios may generate.

**Credits** 3