



BUSN 532 Entrepreneurship: Crafting Your Business Journey

Course Description

In this course, students bring their business ideas to life. They will learn how to generate ideas, identify opportunities, conduct feasibility studies, and refine business models. Through the development of a comprehensive business plan and examination of real-world case studies, students will gain practical insight into the entrepreneurial mindset. By the end of the course, students will possess a solid understanding of the entrepreneurial process and the skills necessary to pursue their ventures or support entrepreneurial initiatives within organizations.

Course Learning Outcomes

1. Demonstrate critical knowledge and understanding of theories and concepts in entrepreneurship and business model development.
2. Apply entrepreneurial theories to real-world scenarios by developing viable business plans.
3. Analyze the financial viability of ventures and develop funding strategies.
4. Evaluate business environments to create marketing strategies for startups.
5. Communicate entrepreneurial ideas effectively through written and oral presentations.
6. Manage entrepreneurial projects with attention to sustainability and ethical practices.
7. Conduct professional peer reviews of entrepreneurial work in undefined contexts.

Learning Resources

- Barringer, B. R. & Ireland, R. D. (2023). *Entrepreneurship: Successfully Launching New Ventures* (7th ed.).

Course Content

1. Introduction to Entrepreneurship
2. Recognizing Opportunities and Generating Ideas
3. Feasibility Analysis and Presentation
4. Developing an Effective Business Model
5. Industry and Competitor Analysis
6. Writing a Business Plan
7. Assessing Financial Viability
8. Building a New Venture Team
9. Getting Financing or Funding