BUS 498 – Directed Study
Advanced Business Planning
Dr. Paula Englis

Description
This course is an advanced, integrative and experiential approach to entrepreneurship/and or business analysis. Students PR: None. Credit: 3 hours.

Course Goals
This course emphasizes developing effective strategies to compete in (startup) organizations that operate within dynamic industry environments. Students will gain better understanding of the complex role of social, technological, economic and political forces on business strategy and will gain a thorough understanding of industry dynamics and industry attractiveness. Student will work closely with faculty member to develop a case study/business plan/research paper that is publishable.

Project
• Student will develop a case study, business plan, or research paper (20-50 pages) integrating the information from the reading materials and other research.
• Student will present research at the Undergraduate Student Research Forum on April 8, 2014.

Resources

Business Plan Pro. Palo Alto Software.

Recommended Readings


All readings and paper must be completed by May 3, 2014.