

COURSE CODE: COBFSDS

COURSE TITLE: Introduction to Feasibility Study

COURSE DESCRIPTION:

This is a 3-unit course for Business Management and Interdisciplinary Business Students that provide an introductory program to the realm of entrepreneurship. This focuses on business opportunities using systematic approaches with external and internal analysis that will lead to new venture that enhances entrepreneurial intention.

DEPARTMENT: Decision Sciences and Innovation Department

TEXTBOOK:

No prescribed text - Materials will be provided by faculty using Canvas

READING LIST:

- Barringer, B. and Ireland, D.R. (2016), Entrepreneurship Successfully Launching New Ventures 5TH Edition. New Jersey, USA: Pearson Education., Inc.
- Coulter, M. (2003). Entrepreneurship in action 3RD Edition. New Jersey: Prentice Hall.
- Hisrich, R., Peter, M., & Shepherd, D. (2016). Entrepreneurship. New York, NY: McGraw-Hill.
- Mariotti, S. and Towle, T. (2015). Entrepreneurship: How to Start and Operate a Small Business. The National foundation for Teaching Entrepreneurship, Inc. NY.
- Morato, E., A Trilogy on Entrepreneurship: Text and Workbook Edition. Bayan Academy. Q. C.
- Zacharakis, A., & Bygrave, R. (Eds)(2015). Portable MBA in Entrepreneurship. John Wiley and Sons, Inc.

REQUISITE EQUIPMENT/MATERIALS FOR THE COURSE:

Materials (to be provided in Canvas):

- Youtube videos for Discussion Board (Disruptive Innovation, Design Thinking, Where Good Ideas Come From, and Bamboo: A Wise Man's Timber)
- Presentation slides (own, provided, and Entrepreneurship Successfully Launching New Ventures)
- Journal Articles (Knowing a Winning Business Idea When You See One & Understanding Innovation)