

COURSE CODE: ENT504M

COURSE TITLE: Environmental Analysis and Opportunity Evaluation

COURSE DESCRIPTION:

This course focuses on introducing the concept of entrepreneurship in identifying business opportunities using systematic strategic approaches. Topics included are entrepreneurship; external and internal environmental analysis; analysis and evaluation of new business ventures and innovation.

DEPARTMENT: Decision Sciences and Innovation Department

TEXTBOOK:

Roman, E.(2016). Readings on Strategic Management. Mandaluyong: Raintree Publishing Inc.

READING LIST:

Readings to be provided in class

REQUISITE EQUIPMENT/MATERIALS FOR THE COURSE: