EN TP6352 - International Business Plan

EN TP 6352 International Business Plan (3 semester credit hours) Executive Education Course. This course is a capstone that requires the development of a comprehensive business plan for market entry into a foreign country or region. The construct builds upon the core business and international coursework including the successful completion of key courses in accounting, finance, marketing and strategy, as well as, the international entrepreneurship and innovation. The course consists of lectures, research, and faculty coaching and guidance. This course is offered in an online format only. Prerequisites: IMS 6354 and OPRE 6302 and instructor consent required. Prerequisite or Corequisite: OPRE 6250. (3-0) Y