CEED 201 Business Modeling  Outcomes

This is a hands-on, skills oriented course. Upon completion of this course, students should be able to:

1. Understand and Apply Brainstorming & Design Thinking Strategies to Ideation;
2. Recognize and Apply the Essential Characteristics of Compelling Vision & Mission Statements;
3. Understand and Design a Business Model;
4. Clarify the differences between a Need, Want, Demand and Desire;
5. Analyze a Product, Service or Experience to determine How they are Unique and Fulfill an Unmet Need;
6. Isolate the Strengths and Weaknesses of Business Models & Concepts;
7. Assess the Feasibility of a Business Concept by applying appropriate filters;