CEED 202 Business Intelligence Outcomes

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

1. Develop a Global Perspective;
2. Increase their awareness of Macro & Micro Economic factors impacting Domestic Small Businesses;
3. Develop and Apply the Research Skills relevant to New Venture Creation;
4. Analyze & Interpret Industrial Ecosystems, Data & Trends;
5. Understand and Develop Strategies to Minimize & Mitigate Market Forces;
6. Recognize Opportunities within and without existing industries;
7. Understand & Explore the Value Chain;
8. Develop Strategies to Add Value;
9. Recognize Opportunities for Strategic & Competitive Advantage.