

# BUS 495 : ABIT Capstone I

Provides the skills necessary to utilize and demonstrate the topics and content learned during the ABIT program. Includes creation of a business value proposition for one or more customer segments. Covers formation of customer relationships using one or more channels, utilization of business partners, resources and activities to start a new business. Involves the creation of a revenue model and pricing model, and a cost estimate to the start of the business. A Minimum Viable Product(MVP) is the culmination of this course that demonstrates the value proposition to any new customer or partner. (Letter grade only.)

**Credits** 3

**Lecture Hours** 45

**Teaching Equivalent** 3.00

**Prerequisites**

BUS 320 with grade C or better, or consent.