



**Course Name:** Launch a Business (New Venture Challenge)

**Course Number:** BES 295

**Credits:** 3

**Catalog description:**

This course is designed for who students who are contemplating or ready to launch a business, have established, or are working in a family –owned business. The student will learn to execute pre-launch plans, build a Minimum Viable Product or Service (MVP), prepare and conduct a marketing campaign, file legal documents, obtain start-up funding, select a location, calculate a break-even analysis, deliver a pitch to judges, and operate the business to discover a sustainable business model. This experiential learning approach will be used in this course allowing students to learn essential entrepreneurial skill-sets to create and operate a small business. Students will be mentored by the instructor and other outside business experts. This course is eight weeks: classroom, Online, and Offsite weekend attendance is mandatory.

**Prerequisite:** BES 118 or Permission of Instructor

**Corequisite, or Parallel:** BES 118 or Permission of Instructor

**General Education Competencies Satisfied:**

**HCC General Education Requirement Designated Competency Attribute Code(s):**

None

**Additional CSCU General Education Requirements for CSCU Transfer Degree Programs:**

None

**Embedded Competency(ies):**

None

**Discipline-Specific Attribute Code(s):**

BUS Business elective

**Course objectives:**

**General Education Goals and Outcomes:**

None



**Course Specific Objectives:**

After completion of this course, the student should be able to:

1. Develop new business concepts.
2. Test the feasibility of new business ideas, using primary and secondary research.
3. Explain how to evaluate business proposals.
4. Describe the importance and methodology of market research.
5. Design minimum viable products.
6. Develop a business model canvas and demonstrate a capability to use the canvas and Lean Launch methodology to develop and test hypotheses related to starting a business.
7. Demonstrate presentation skills.
8. Demonstrate team collaboration skills.

**Course Content:**

Date	Topic/Activity
Week 1	Present an idea for a new business to class. Discuss and evaluate the concepts. <i>Assignment 1</i> – Conduct patent search <i>Assignment 2</i> – Perform Feasibility Analysis of business concept
Week 2	<i>Assignment 3</i> – Decide on final concept to pursue <i>Assignment 4</i> – Verify customer demand through market survey <i>Assignment 5</i> – Draft 50-Second elevator pitch
Week 3	<i>Assignment 6</i> – Draft Business Model Canvas (BMC)
Week 4	<i>Assignment 7</i> – Compare features to competitors’ products <i>Assignment 8</i> – Determine best Target Market Niche <i>Assignment 9</i> – Compute size of Target Market (TAM/SAM) <i>Assignment 10</i> – Strategize Barriers to Entry
Week 5	Finalists give 60-second elevator pitches Form teams around finalist concepts Design a minimum viable product (MVP)
Week 6	Begin building a Minimum Viable Product (MVP) Calculate product price and break-even Build Brand Image
Week 7 -8	Create website Develop 3-Minute PowerPoint presentation for investors/ customers Pitch LBMC and demo product to judges Announcement of winners and presentation of awards

Date Course Created:

Date of Last Revision: 04/04/2017