



Course Name: Launch a Business (New Venture Challenge)

Course Number: BES 295

Credits: 3

Catalog description:

Designed for students who are ready to launch a business, have an established business, or are working in a family-owned business. Students will execute pre-launch plans and build a MVP (Minimum Viable Product or Service), prepare and conduct a marketing campaign, file legal documents, obtain start-up funding, select a location, and operate the business part-time to discover a sustainable business model. The experiential learning approach will be used in this course where the students will create and operate their own small businesses. Students will be mentored by the instructor and other outside business experts.

Prerequisite(s): [BES* 218](#) or permission of the 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.



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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 1,2,	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 3,4,5	<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 6,7,8	<i>Assignment 6</i> – Draft Business Model Canvas (BMC)
Week 9,10,11	<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 12	Finalists give 60-second elevator pitches Design a minimum viable product (MVP)
Week 13	Begin building a Minimum Viable Product (MVP) Calculate product price and break-even Build Brand Image
Week 14, 15	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: 11/17/21