

ENTR 004: ENTREPRENEURSHIP BASICS

New Course Proposal

Date Submitted: Sun, 22 Sep 2019 15:05:03 GMT

Originator

pstegeman

Justification / Rationale

A new course as part of the new entrepreneurship program

Effective Term

Fall 2020

Credit Status

Credit - Degree Applicable

Subject

ENTR - Entrepreneurship

Course Number

004

Full Course Title

Entrepreneurship Basics

Short Title

ENTREPRENEURSHIP BASICS

Discipline

Disciplines List

Business

Small Business Development (Entrepreneurship)

Modality

Face-to-Face

Catalog Description

Entrepreneurship has been described as the capacity and willingness to develop, organize and manage a business venture along with any of its risks in order to make a profit. This course will expose students to the basics of entrepreneurship, including design thinking, customer assessment, and problem-solving. Additionally, students will focus on lean market strategies for testing product/service validity.

Schedule Description

This course covers the basics of starting a new business.

Lecture Units

3

Lecture Semester Hours

54

Lab Units

0

In-class Hours

54

Out-of-class Hours

108

Total Course Units

3

Total Semester Hours

162

Required Text and Other Instructional Materials**Resource Type**

Book

Open Educational Resource

No

Author

Ries, Eric

Title

The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses

Edition

1

Publisher

Currency

Year

2011

ISBN #

978-0307887894

For Text greater than five years old, list rationale:

Book is still used by professional entrepreneurs to study Lean business processes

Class Size Maximum

35

Entrance Skills

Basic math up through college arithmetic.

Requisite Course Objectives

BUMA 031-Calculate components of an Income statement and balance sheet;

BUMA 031-Calculate the amount and rate of depreciation of an asset;

BUMA 031-Calculate the amount and percent of markup on merchandise;

BUMA 031-Identify the impact of financial transactions on financial reports and decision making.

BUMA 031-Produce and revise budgets.

MATH 060-Compute using the four basic operations of addition, subtraction, multiplication, and division on the rational numbers in both fraction and decimal form.

MATH 060-Apply the basic operations to solve application problems that involve whole numbers, integers, and rational numbers.

MATH 060-Employ decimal notation and place value to compare, order, and round numbers.

MATH 060-Use the concept of ratio to determine the solution to a proportion problem.

MATH 060-Apply methods of conversion between percents, decimals, and fractions.

Course Content

1. The Cycle of Design Thinking
 - a. Understand
 - i. Empathize – problem-solving
 - ii. Adding value
 - b. Explore

- i. Collaborate and brainstorm
 - ii. Products and services
 - c. Bring to market
 - i. Test - learn
 - ii. Implement
- 2. Creativity and Innovation
 - a. Breakthrough and incremental innovation
 - b. Continuous improvement vs breakthrough idea
- 3. Lean Market Validation
 - a. Consumer behavior
 - i. Market assumptions
 - b. Product concept development
 - c. Information development through networking
 - d. Definition of Value Proposition
 - i. Validate the problem
 - ii. Validate the target market
 - iii. Validate the product
 - iv. Validate willingness to pay
- 4. Minimum Viable Solution
 - a. Defining Customer Needs
 - i. B2C, B2B, C2C
 - ii. Adding value
 - iii. Customer surveys: Know the problem before creating a solution
- 5. Problem Solving
 - a. Using design thinking as a problem-solving tool
 - b. Root cause analysis

Course Objectives

Objectives	
Objective 1	Use design thinking to assess critical problems
Objective 2	Identify and manage customer needs
Objective 3	Identify and test market assumptions for a business idea
Objective 4	Identify a value proposition for a business
Objective 5	Design sound solutions

Student Learning Outcomes

Upon satisfactory completion of this course, students will be able to:	
Outcome 1	Demonstrate the ability to assess critical problems through Design Thinking process
Outcome 2	Demonstrate the ability to identify customer needs
Outcome 3	Create a business value proposition

Methods of Instruction

Method	Please provide a description or examples of how each instructional method will be used in this course.
Collaborative/Team	Assignments require teamwork to build on individual assignments and on-going team assignments.
Experiential	Guest speakers will discuss their own traits, skills and attributes contributing to success.
Activity	Students will create models for communicating their business ideas.
Supplemental/External Activity	Students will be required to research ideas, opportunities, competitors, customers outside of class.
Participation	Students will develop and complete at least two presentations and will contribute to group work.
Lecture	Minimal lecture will occur. This will be used just for key information dissemination.

Individualized Study	Students will be testing and researching the validity of business ideas.
Discussion	Class discussion will be used extensively to ensure understanding of the material.
Other (Specify)	1. Guest Lecturers 2. Field work 3. Case studies

Methods of Evaluation

Method	Please provide a description or examples of how each evaluation method will be used in this course.	Type of Assignment
Written homework	Journal of ideas and opportunities will be required in order to complete other assignments.	Out of Class Only
Self-paced testing, Student preparation	Students must read texts, articles, journals and must watch videos and prepare key learnings prior to class.	Out of Class Only
Student participation/contribution	The majority of class will be discussion and group exercises.	In and Out of Class
Self/peer assessment and portfolio evaluation	Groups will be tasked to review other students' ideas and preparation, and comment on that work.	In and Out of Class
Guided/unguided journals	Students will keep journal of ideas from self and surroundings.	Out of Class Only
Group activity participation/observation	Groups will brainstorm, develop ideas, critique ideas, demonstrate understanding of course theory and practices.	In and Out of Class
Presentations/student demonstration observations	Students will "pitch" their business ideas and solutions to problems throughout the semester.	In Class Only
Portfolios	Students will be completing idea validation, develop customer understanding and solving customer needs, develop breakthrough, incremental and continuous improvement business ideas. This will be done primarily out of class.	In and Out of Class

Assignments

Other In-class Assignments

1. Various individual and group exercises on innovation development, developing empathy in order to solve consumer needs and develop business ideas.
2. Various student presentations demonstrating ability to succeed in selling/presenting business opportunities.
3. Various group exercises and projects analyzing existing and potential businesses.

Other Out-of-class Assignments

1. Students will read course materials pertaining to design thinking and prepare for in-class discussion.
2. Students will prepare an essay after reading articles from the professional literature. The topic shall be on entrepreneurial development world-wide. Sources shall be cited.
3. Students will critique issues with a supply chain strategy to solve problems and improve efficiency.

Grade Methods

Letter Grade Only

MIS Course Data

CIP Code

52.0201 - Business Administration and Management, General.

TOP Code

050100 - Business and Commerce, General

SAM Code

C - Clearly Occupational

Basic Skills Status

Not Basic Skills

Prior College Level

Not applicable

Cooperative Work Experience

Not a Coop Course

Course Classification Status

Credit Course

Approved Special Class

Not special class

Noncredit Category

Not Applicable, Credit Course

Funding Agency Category

Not Applicable

Program Status

Stand-alone

Transfer Status

Not transferable

Allow Audit

No

Repeatability

No

Materials Fee

No

Additional Fees?

No

Files Uploaded**Attach relevant documents (example: Advisory Committee or Department Minutes)**

Entrepreneurship_Jan2019.pdf

Curriculum Alignment Advisory 3-8-19.docx

Approvals**Curriculum Committee Approval Date**

11/05/2019

Academic Senate Approval Date

11/14/2019

Board of Trustees Approval Date

12/19/2019

Chancellor's Office Approval Date

1/13/2020

Course Control Number

CCC000611822

