

## Washtenaw Community College Comprehensive Report

### BMG 209 Entrepreneurship III - Running and Growing Your Business Effective Term: Winter 2020

#### Course Cover

**Division:** Business and Computer Technologies

**Department:** Business

**Discipline:** Business Management

**Course Number:** 209

**Org Number:** 13210

**Full Course Title:** Entrepreneurship III - Running and Growing Your Business

**Transcript Title:** Entrepreneurship III

**Is Consultation with other department(s) required:** No

**Publish in the Following:** College Catalog , Time Schedule , Web Page

**Reason for Submission:** Three Year Review / Assessment Report

**Change Information:**

**Consultation with all departments affected by this course is required.**

**Course description**

**Pre-requisite, co-requisite, or enrollment restrictions**

**Outcomes/Assessment**

**Objectives/Evaluation**

**Other:**

**Rationale:** Follow-up to assessment results. Course has not been updated since 2012.

**Proposed Start Semester:** Fall 2020

**Course Description:** In this course, students who are operating a business or have a solid business model will learn, through the development of a business plan, how to build a solid foundation for running and growing their business. Students will also learn to present and pitch a business plan to entrepreneurial professionals. The focus of the course will be on the financial, marketing, and operational functions within a business needed for sustained growth and success.

#### Course Credit Hours

**Variable hours:** No

**Credits:** 3

**Lecture Hours: Instructor: 45 Student: 45**

**Lab: Instructor: 0 Student: 0**

**Clinical: Instructor: 0 Student: 0**

**Total Contact Hours: Instructor: 45 Student: 45**

**Repeatable for Credit:** NO

**Grading Methods:** Letter Grades

Audit

**Are lectures, labs, or clinicals offered as separate sections?:** NO (same sections)

#### College-Level Reading and Writing

College-level Reading & Writing

#### College-Level Math

#### Requisites

**Prerequisite**

BMG 109 minimum grade "C-"

**General Education****Request Course Transfer**

**Proposed For:**

**Student Learning Outcomes**

1. Transform a business model into a detailed business plan that includes financial, marketing, and operational functions.

**Assessment 1**

Assessment Tool: Presentation of the business plan to a panel of external entrepreneurial professionals.

Assessment Date: Spring/Summer 2022

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections

Number students to be assessed: All students

How the assessment will be scored: Departmentally-developed rubric

Standard of success to be used for this assessment: 75% of students will receive 75% or higher on the total score

Who will score and analyze the data: Panel of experts will score the presentation of the business plan using the rubric. The lead instructor will analyze and share the results with the department and the dean.

2. Present and pitch a business plan.

**Assessment 1**

Assessment Tool: Presentation of business plan

Assessment Date: Spring/Summer 2022

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections

Number students to be assessed: All

How the assessment will be scored: External evaluation of the presentation of the business plan will be conducted by a panel of entrepreneurial professionals from the community. The assessment will be scored using a departmentally developed rubric.

Standard of success to be used for this assessment: 75% of students must achieve a total score of 75% or higher.

Who will score and analyze the data: Scoring will be done by the panel of entrepreneurial professionals from the community using the rubric. Analysis of the data will be done by the lead faculty member.

**Course Objectives**

1. Use business planning software to build the common requirements for a business plan.
2. Identify how each functional area covered in a business plan can impact the financial projections.
3. Research common sources of planning information (e.g., databases, printed material, library resources, internet sources) and evaluate their validity and usefulness.
4. Identify start-up resources needed, as well as on-going resources, and their related costs and impact on financial performance.
5. Identify the pricing structure and the fixed and variable business expenses in order to calculate the break-even point.
6. Identify the difference between cash and profits.
7. Determine the financing, as well as the financing sources, needed to start a new business or grow an existing business.
8. Identify ways to market the business and the related costs.

9. Identify the key components of a pitch for a business plan.
10. Develop a pitch based on the business plan.
11. Pitch the plan to entrepreneurial professionals in the classroom.
12. Research, identify and source the necessary documents to form the business.

### **New Resources for Course**

Business Planning Software: LivePlan or other low-cost software.

### **Course Textbooks/Resources**

#### Textbooks

Berry, Tim. *The Plan-As-You-Go Business Plan*, 1 ed. McGraw-Hill Irwin, 2010, ISBN: N/A.

Ries, Eric. . *The Lean Startup*, ed. Crown Publishing Group, 2011

Kawasaki, Guy. *That Art of the Start 2.0*, ed. McGraw-Hill Irwin, 2015

#### Manuals

#### Periodicals

#### Software

LivePlan. Palo Alto Software, Inc., Most current ed.

LivePlan is a subscription-based software can be obtained for \$20-\$40 per month and will be used for 1-2 months. Other software packages are available for similar pricing.

### **Equipment/Facilities**

Level III classroom

Computer workstations/lab

<b><u>Reviewer</u></b>	<b><u>Action</u></b>	<b><u>Date</u></b>
<b>Faculty Preparer:</b> <i>Rosemary Wilson</i>	<i>Faculty Preparer</i>	<i>Aug 15, 2019</i>
<b>Department Chair/Area Director:</b> <i>Douglas Waters</i>	<i>Recommend Approval</i>	<i>Aug 15, 2019</i>
<b>Dean:</b> <i>Eva Samulski</i>	<i>Recommend Approval</i>	<i>Aug 19, 2019</i>
<b>Curriculum Committee Chair:</b> <i>Lisa Veasey</i>	<i>Recommend Approval</i>	<i>Sep 14, 2019</i>
<b>Assessment Committee Chair:</b> <i>Shawn Deron</i>	<i>Recommend Approval</i>	<i>Sep 20, 2019</i>
<b>Vice President for Instruction:</b> <i>Kimberly Hurns</i>	<i>Approve</i>	<i>Sep 26, 2019</i>