

CATALOG INFORMATION

Dept and Nbr: ESHIP 106

Title: VENTURE LAUNCH

Full Title: Venture Launch

Last Reviewed: 8/27/2018

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	3.00	Lecture Scheduled	3.00	17.5	Lecture Scheduled	52.50
Minimum	3.00	Lab Scheduled	0	6	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	3.00		Contact Total	52.50
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 105.00

Total Student Learning Hours: 157.50

Title 5 Category: AA Degree Applicable

Grading: Grade Only

Repeatability: 00 - Two Repeats if Grade was D, F, NC, or NP

Also Listed As:

Formerly: BMG 100

**Catalog Description:**  
Apply the entrepreneurial decision-making process and the lean launch / customer discovery process to the real-world development and assessment of new opportunities, business models, and ventures.

**Prerequisites/Corequisites:**

**Recommended Preparation:**  
Eligibility for ENGL 100 or ESL 100 and Course Completion of ESHIP 101

**Limits on Enrollment:**

**Schedule of Classes Information:**  
Description: Apply the entrepreneurial decision-making process and the lean launch / customer discovery process to the real-world development and assessment of new opportunities, business models, and ventures. (Grade Only)  
Prerequisites/Corequisites:  
Recommended: Eligibility for ENGL 100 or ESL 100 and Course Completion of ESHIP 101  
Limits on Enrollment:

Transfer Credit:

Repeatability: Two Repeats if Grade was D, F, NC, or NP

## **ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:**

<b>AS Degree:</b>	<b>Area</b>	Effective:	Inactive:
<b>CSU GE:</b>	<b>Transfer Area</b>	Effective:	Inactive:
<b>IGETC:</b>	<b>Transfer Area</b>	Effective:	Inactive:
<b>CSU Transfer:</b>		Effective:	Inactive:
<b>UC Transfer:</b>		Effective:	Inactive:

**CID:**

**Certificate/Major Applicable:**

Certificate Applicable Course

## **COURSE CONTENT**

### **Student Learning Outcomes:**

At the conclusion of this course, the student should be able to:

1. Identify, develop, and assess the viability of new opportunities, business models, and ventures.
2. Identify the skills and resources needed to successfully capitalize on an opportunity and execute a business model.
3. Assess the potential for the successful launch and growth of a new venture.

### **Objectives:**

Students will be able to:

1. Identify the type of business to be launched.
2. Define the business model for the launch.
3. Conduct a feasibility assessment of the venture concept and business model.
4. Complete an initial financial assessment of a venture.
5. Develop practical / realistic strategies for funding a venture.
6. Learn how to make effective presentations of new opportunity, business model, and venture.
7. Assess the demands and rewards of entrepreneurship as a potential career path.

### **Topics and Scope:**

#### **I. Entrepreneurship as a Career**

A. Identify skills and resources needed to successfully capitalize on an opportunity and execute a business model.

B. Self-assessment

C. Network assessment

D. Risk assessment

E. Engaging committed stakeholders

F. Overcoming constraints and obstacles

#### **II. Developing and Discovering Opportunities**

A. Moving from idea to opportunity

- B. Sources of / discovering / creating opportunity
- C. Characteristics of “attractive” opportunities
- III. Business Models
  - A. Business model canvas framework
  - B. Business model types and innovation
- IV. Develop and Assess the Venture Concept and Business Model
  - A. Lean launch of ventures
    - 1. Identify a pain point
    - 2. Test the solution
    - 3. Find repeatable and scalable business model
  - B. Customer segments and Value Propositions
    - 1. Value Proposition Canvas
    - 2. Product-Market fit
  - C. Channels, customer relationships, and revenue streams
    - 1. Get, Keep, and Grow customer acquisition and retention strategies
    - 2. Revenue and pricing models
  - D. Key activities, key resources, and key partners
    - 1. Operations and physical, human, financial, and intellectual resources needed to execute the business model
    - 2. Finding and working with key suppliers and partners
- V. Funding a Venture
  - A. Financial assessment
    - 1. Fixed and variable cost structure
    - 2. Financial projections and key metrics
    - 3. Realistic startup funding alternatives (e.g., bootstrapping, crowdfunding)
    - 4. Angel funding for highly scalable business models
    - 5. Legal form decision and implications for future company growth
    - 6. Growth and harvest / exit goals
  - B. Legal considerations
- VI. Effective Presentations of New Opportunity, Business Model and Venture
  - A. Presentation skills
  - B. Visuals and telling a story

### **Assignment:**

- 1. Opportunity assessment project
- 2. Primary market research
- 3. Four to ten presentations
- 4. Financial forecasts and market analysis
- 5. Written reflection assignment 3-5 pages including assessment of demands and rewards of entrepreneurship as a potential career path.
- 6. Business model development and testing

### **Methods of Evaluation/Basis of Grade:**

**Writing:** Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

Opportunity assessment, reflection assignment
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Writing 40 - 50%
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**Problem Solving:** Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

Financial forecasts and market research and analysis,  
Business model development and testing

Problem solving  
30 - 40%

**Skill Demonstrations:** All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

presentations, self assessment

Skill Demonstrations  
20 - 30%

**Exams:** All forms of formal testing, other than skill performance exams.

None

Exams  
0 - 0%

**Other:** Includes any assessment tools that do not logically fit into the above categories.

Class participation

Other Category  
0 - 10%

### **Representative Textbooks and Materials:**

Just Start. Schlesinger, Leonard and Kiefer, Charles. HBR Press. 2012 (classic)

The Startup Owner's Manual. Blank, Steve and Dorf, Bob. K&S Ranch Publishing. 2012 (classic)

Business Model Generation. Osterwalder, Alexander and Pigneur, Yves. Wiley. 2010 (classic)

Instructor prepared materials