

ESHIP 106 Course Outline as of Spring 2020**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:

AS Degree:	Area	Effective:	Inactive:
CSU GE:	Transfer Area	Effective:	Inactive:
IGETC:	Transfer Area	Effective:	Inactive:
CSU Transfer:		Effective:	Inactive:
UC Transfer:		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:

At the conclusion of this course, the student should 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

Writing 40 - 50%

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