

SPOKANE FALLS COMMUNITY COLLEGE

Course Learning Objectives Student Learning Outcomes

Course Title: Entrepreneurship
Prefix and Course Number: BMGT 450

Last Modified: SP19

Course Learning Objectives

- I. Introduction
 - a. What it takes to be an Entrepreneur
 - b. From Ideation to Minimum Viable Product
- II Startup Business Feasibility Analysis- Canvaizer.com
Business Model Canvas
 - a. Research
 - b. Internal Business Model
 - c. External Business Model
 - d. Revenue vs Expenditure Analysis
 - e. Go or No-go decision making
- III Business Plan Development and Writing- Live Plan
 - a. Write a complete business plan
 - i. Mission, Vision Statement
 - ii. Executive Summary
 - iii. Marketing, brand
 - iv. Competition analysis, pricing and sales strategy
 - v. Management
 - vi. Operations
 - vii. Financial and funding model
 - viii. Pitch presentations

Student Learning Outcomes

By the end of this course, a student should be able to:

1. Apply creativity to innovation and describe the entrepreneurial mindset.
2. Compose and utilize Business Model Canvas.
3. Perform market and industry research.
4. Differentiate the unique selling proposition/competitive advantage.
5. Set up market testing for the business idea.
6. Develop business-pitching proposals from concepts from Elevator to Investor.
7. Prepare a complete business plan that includes marketing, product lines, operations and financials.