

Washtenaw Community College Comprehensive Report

BMG 209 Entrepreneurship III - Running and Growing Your Business Effective Term: Spring/Summer 2022

Course Cover

College: Business and Computer Technologies

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: Course Change

Change Information:

Consultation with all departments affected by this course is required.

Pre-requisite, co-requisite, or enrollment restrictions

Rationale: The prerequisite is not needed anymore. The course has been updated and now the information in this course can be taken without the information from the previous courses (BMG 101 & BMG 109).

Proposed Start Semester: Fall 2022

Course Description: In this course, students who are operating a business or have a solid business model will learn how to build a firm foundation for running and growing their business. Students will develop a detailed business plan as well as 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

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

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: Outcome-related departmentally-developed rubric criteria

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

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: Outcome-related departmentally-developed rubric criteria

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 or 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 as well as 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

Equipment/Facilities

Level III classroom

Computer workstations/lab

<u>Reviewer</u>	<u>Action</u>	<u>Date</u>
Faculty Preparer: <i>Anthony Terry</i>	<i>Faculty Preparer</i>	<i>Jan 28, 2022</i>
Department Chair/Area Director: <i>Douglas Waters</i>	<i>Recommend Approval</i>	<i>Jan 28, 2022</i>
Dean: <i>Eva Samulski</i>	<i>Recommend Approval</i>	<i>Jan 31, 2022</i>
Curriculum Committee Chair: <i>Randy Van Wagnen</i>	<i>Recommend Approval</i>	<i>Mar 15, 2022</i>
Assessment Committee Chair: <i>Shawn Deron</i>	<i>Recommend Approval</i>	<i>Mar 16, 2022</i>
Vice President for Instruction: <i>Kimberly Hurns</i>	<i>Approve</i>	<i>Mar 22, 2022</i>