

# ENTR 008: BUSINESS MODEL CANVAS AND PRESENTATIONS

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## New Course Proposal

Date Submitted: Sun, 22 Sep 2019 15:05:52 GMT

### Originator

pstegeman

### Justification / Rationale

New Course for the new entrepreneurship program

### Effective Term

Fall 2020

### Credit Status

Credit - Degree Applicable

### Subject

ENTR - Entrepreneurship

### Course Number

008

### Full Course Title

Business Model Canvas and Presentations

### Short Title

ENTRE BUSINESS MODELS

### Discipline

#### Disciplines List

Business

Small Business Development (Entrepreneurship)

### Modality

Face-to-Face

### Catalog Description

This course is designed to utilize the Business Model Canvas technique, such as value proposition, customer relationships, revenue streams, and key resources. Students will learn how to translate Business Model Canvas into powerful sales tools using technology to create presentations using video, animation, visuals, stories, and simulations.

### Schedule Description

This course covers the development of flexible business models. Advisory: ENTR 004, ENTR 005, & BUAC 051

### Lecture Units

3

### Lecture Semester Hours

54

### Lab Units

0

### In-class Hours

54

### Out-of-class Hours

108

**Total Course Units**

3

**Total Semester Hours**

162

**Prerequisite Course(s)**

Advisory: ENTR 004, ENTR 005, &amp; BUAC 051

**Required Text and Other Instructional Materials****Resource Type**

Book

**Author**

Duarte, Nancy

**Title**

Resonate: Present Visual Stories that Transform Audiences

**Edition**

1st

**Publisher**

John Wiley and Sons

**Year**

2010

**ISBN #**

978-0470632017

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**Resource Type**

Book

**Author**

Coughter, Peter

**Title**

The Art of the Pitch

**Publisher**

free ebook

**Year**

2012

**ISBN #**

978-0230120518

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**Resource Type**

Book (Recommended)

**Author**

Klauff, Oren

**Title**

Pitch Anything: An Innovative Method for Presenting, Persuading, and Winning the Deal

**Year**

2011

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**For Text greater than five years old, list rationale:**

Book is still used by professional entrepreneurs to study business start-ups.

**Class Size Maximum**

35

**Entrance Skills**

Understand budgeting, costing, and use of basic financial information in management of a business.

**Requisite Course Objectives**

BUAC 051-Develop and interpret a flexible budget and master budget with supporting budget schedules.

BUAC 051-Demonstrate skills in cost behavior and cost-volume-profit analysis, absorption and variable costing, static and flexible budgeting.

BUAC 051-Explain how managerial accounting is used in planning, control, and decision making.

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**Entrance Skills**

Understand how to define consumer needs and design product/process/service solutions

**Requisite Course Objectives**

ENTR 004-Use design thinking to assess critical problems

ENTR 004-Identify and manage customer needs

ENTR 004-Identify a value proposition for a business

ENTR 004-Design sound solutions

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**Entrance Skills**

Understand small business management with limited resources

**Requisite Course Objectives**

ENTR 005-Create business ideas and develop target goals and progress measurements.

ENTR 005-Identify marketing and social media channels that are best suited to entrepreneurial endeavors.

ENTR 005-Recognize and understand basic cyber threats to small businesses.

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**Course Content**

1. Purpose and use of the Business Model Canvas
  - a. Necessity of planning
  - b. Determine viability
  - c. Uses of Business Model Canvas
    - i. Financing Sources
    - ii. Entrepreneurial Roadmap
2. Developing a useful Business Model Canvas
  - a. Elements of the Business Model Canvas:
    - i. Value Proposition
    - ii. Customer Segments
    - iii. Customer Relationships
    - iv. Channels
    - v. Revenue Streams
    - vi. Key Partners
    - vii. Key Activities
    - viii. Key Resources
    - ix. Cost Structure
3. Translating a Business Model Canvas into a powerful presentation
  - a. What investors want to know
4. Types of presentations

- a. Informative
- b. Demonstrative
- c. Inspirational
- d. Persuasive
- e. Elevator Pitch
- f. Full presentations
- g. Videos
  - i. Funding
  - ii. Sales
- 5. Commonly used presentation software
  - a. PowerPoint
  - b. Prezi
  - c. Canva
  - d. Slidebeam

### Course Objectives

	Objectives
Objective 1	Understand the key components of the Business Model Canvas
Objective 2	Collect market-driven (primary and secondary) data to be used for a Business Model Canvas
Objective 3	Develop a Business Model Canvas
Objective 4	Give two types of presentations
Objective 5	Professionally respond to challenging questions
Objective 6	Create an engaging and impressive presentation that tells a story
Objective 7	Create a two to three-minute pitch video

### Student Learning Outcomes

	Upon satisfactory completion of this course, students will be able to:
Outcome 1	Demonstrate the ability to develop a viable business model canvas
Outcome 2	Create a professional business pitch
Outcome 3	Demonstrate the ability to professionally respond to challenging business questions

### Methods of Instruction

Method	Please provide a description or examples of how each instructional method will be used in this course.
Collaborative/Team	Assignments require teamwork to build on individual assignments and on-going team assignments
Experiential	Guest speakers will discuss their own experience in financing businesses.
Activity	Students will create business model canvases for start-ups
Supplemental/External Activity	Students will be required to research ideas, opportunities, competitors, operating models outside of class
Participation	Students will develop and complete presentations and business pitches
Lecture	Minimal lecture will occur. This will be used just for key information dissemination
Individualized Study	Students will be testing and researching the validity of business ideas, strategies, operating models, and business models.
Discussion	Class discussion will be used extensively to ensure understanding of the material
Other (Specify)	Guest Lecturers Case Studies

**Methods of Evaluation**

Method	Please provide a description or examples of how each evaluation method will be used in this course.	Type of Assignment
Written homework	written ideas and opportunities will be required in order to complete other assignments.	Out of Class Only
Self-paced testing, Student preparation	Students must read texts, articles, journals and must watch videos and prepare key learnings prior to class.	Out of Class Only
Student participation/contribution	The majority of class will be discussion and group exercises.	In and Out of Class
Self/peer assessment and portfolio evaluation	Groups will be tasked to review other students' ideas and preparation, and comment on that work.	In and Out of Class
Computational/problem-solving evaluations	Students will be evaluating the validity and profitability of business models.	In and Out of Class
Group activity participation/observation	Groups will brainstorm, develop ideas, critique ideas, demonstrate understanding of course theory and practices.	In and Out of Class
Presentations/student demonstration observations	Students will "pitch" their businesses and field-challenging questions about their business during the semester.	In Class Only
Portfolios	Students will be demonstrating application of business model canvases, developing pitches, elevator speeches, and business videos to demonstrate their business ideas	In and Out of Class

**Assignments**
**Other In-class Assignments**

1. Various individual and group exercises on using theory to real-world business start-ups.
2. Various student presentations demonstrating the ability to succeed in selling/presenting business opportunities.
3. Various group exercises and projects analyzing existing and potential businesses.

**Other Out-of-class Assignments**

1. Students will read course materials pertaining to creating a Business Model Canvas and presentation strategies.
2. Students will create a Business Model Canvas.
3. Students will convert a Business Model Canvas into a commonly used presentation.

**Grade Methods**

Letter Grade Only

**MIS Course Data**
**CIP Code**

52.0201 - Business Administration and Management, General.

**TOP Code**

050100 - Business and Commerce, General

**SAM Code**

C - Clearly Occupational

**Basic Skills Status**

Not Basic Skills

**Prior College Level**

Not applicable

**Cooperative Work Experience**

Not a Coop Course

**Course Classification Status**

Credit Course

**Approved Special Class**

Not special class

**Noncredit Category**

Not Applicable, Credit Course

**Funding Agency Category**

Not Applicable

**Program Status**

Stand-alone

**Transfer Status**

Not transferable

**Allow Audit**

No

**Repeatability**

No

**Materials Fee**

No

**Additional Fees?**

No

**Files Uploaded****Attach relevant documents (example: Advisory Committee or Department Minutes)**

Curriculum Alignment Advisory 3-8-19.docx

Entrepreneurship\_Jan2019.pdf

**Approvals****Curriculum Committee Approval Date**

11/05/2019

**Academic Senate Approval Date**

11/14/2019

**Board of Trustees Approval Date**

12/19/2019

**Chancellor's Office Approval Date**

1/13/2020

**Course Control Number**

CCC000611824