COURSE OUTLINE

DISCIPLINE: Entrepreneurship

1. COURSE IDENTIFICATION: ENTRE 108

2. COURSE TITLE: Business Model Canvas and Presentations

3. UNITS: 3
   Lecture Hours: Normal: 54  Range: 48-54
   Outside-of-Class Hours: Normal:  108 Range: 96-108

4. GRADING:
   a. Letter Grade (Credit)
   b. Pass/No Pass (Non-Credit)

5. NUMBER OF TIMES COURSE MAY BE TAKEN FOR CREDIT:
   a. Once (Credit)
   b. Unlimited (Non-Credit)

6. REQUIRED AND/OR RECOMMENDED BACKGROUND
   Prerequisite(s): None
   Corequisite(s): None
   Advisory: ENTRE 100, ENTRE 104, ENTRE 105, ENTRE 107
   Advisory - Concurrent Enrollment: ENTRE 100, ENTRE 104, ENTRE 105, ENTRE 107
   Advisory - Prior Enrollment: ENTRE 100, ENTRE 104, ENTRE 105, ENTRE 107

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

8. CONTENT:
   a. Purpose and use of the Business Model Canvas
      i. Necessity of planning
      ii. Determine viability
      iii. Uses of Business Model Canvas
          1. Financing Sources
          2. Entrepreneurial Roadmap
   B. 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

C. Translating a Business Model Canvas into a powerful presentation
   i. What investors want to know

D. Types of presentations
   i. Informative
   ii. Demonstrative
   iii. Inspirational
   iv. Persuasive

E. Elevator Pitch, full presentations, Videos
   i. Funding
   ii. Sales

F. Commonly used presentation software
   i. PowerPoint
   ii. Prezi
   iii. Canva
   iv. Slidebeam

9. OBJECTIVES:
   a. Understand the key components of the Business Model Canvas
   b. Collect market-driven (primary and secondary) data to be used for a Business Model Canvas
   c. Develop a Business Model Canvas
   d. Give two types of presentations
   e. Professionally respond to challenging questions
   f. Create an engaging and impressive presentation that tells a story
   g. Create a two to three-minute pitch video

10. METHODS OF INSTRUCTION – May include any of the following:
   a. Lecture
   b. Guest speakers
   c. Internet instruction
   d. Collaborative group work
   e. Web-based presentations
   f. Outside research
   g. Small group or directed class discussions
   h. Student-instructor conferences
   i. Study groups
   j. Audio visual presentations
   k. Field trips

11. OUT-OF-CLASS ASSIGNMENTS – May include any of the following:
   a. READING: Students will read course materials pertaining to creating a Business Model Canvas and presentation strategies.
   b. WRITING: Students will create a Business Model Canvas.
   c. CRITICAL THINKING: Students will convert a Business Model Canvas into a commonly used presentation.

12. METHODS OF EVALUATION – May include any of the following:
   a. Grading scale specified in the course syllabus
   b. Analytical projects
   c. Application of knowledge/skill
   d. Class presentations
e. Completion of homework assignments
f. Creative projects
g. Demonstrated ability
h. Essay exams
i. Essays
j. Group projects
k. Journals
l. Notebooks
m. Oral reports
n. Participation in classroom discussion
o. Portfolios
p. Problem sets
q. Research papers
r. Research projects
s. Simulations
t. Written essays, reports

13. RECOMMENDED TEXTS AND SUPPORTING REFERENCES:
   a. TEXT:
         John Wiley and Sons. 2010.
      ii. Coughter, Peter. The Art of the Pitch. 2012 (ebook – Free)
   iv.
   b. OTHER:
      i. YouTube.com: Strategizer Business Model Canvas Videos
      ii. Shark Tank- Television Show
      iii. Strategizer.com
      iv. Fred E. Miller and Charles Manion. No Sweat Elevator Speech!: How to Craft Your Elevator Speech, Floor by Floor, with no Sweat!. Feb 21, 2014