Busad 180  Entrepreneurship Capstone

Course Information
Division - Business
Contact Hours - 45
Theory - 45
Total Credits - 3

Prerequisites: HUMAN 152 – Exploring Creativity; BUSAD 170 – Small Business and Entrepreneurship; and MCOM 201 – Principles of Marketing.

Course Description
The Entrepreneurship Capstone course provides a structure for students to consolidate and showcase the learning, experiences, resources, and skills from the other courses in the Entrepreneurship Program sequence. The Capstone course provides a framework to move from idea formation, development of a business plan, portfolio construction, sponsorship resources identification and market development, presentation preparation, to proposal delivery or 'pitch' to a panel of judges.

Course Outcomes
Success in the course will consist of evidence that the students will be able to:

1. Demonstrate knowledge and understanding of what it means to be an entrepreneur.
2. Complete a feasibility analysis of the student's own business idea.
3. Complete a business plan to implement the student's own business idea.
4. Construct an entrepreneurship portfolio that includes idea formation, market analysis, resources required, and an implementation plan.
5. Prepare a presentation or 'pitch' to a board of judges of the idea for a new service or product:
   a. For customers
   b. For investors
6. Develop a plan to address opportunities for improvement based on feedback from the judging panel.

Date Prepared: February 7, 2016
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