



MONROE COUNTY
COMMUNITY COLLEGE

Course Outcome Summary

Standard Course

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.

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