

Washtenaw Community College Comprehensive Report

BMG 109 Entrepreneurship II: Starting Your Business Effective Term: Fall 2012

Course Cover

Division: Business and Computer Technologies

Department: Business

Discipline: Business Management

Course Number: 109

Org Number: 13210

Full Course Title: Entrepreneurship II: Starting Your Business

Transcript Title: Entrepreneurship II

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.

Course title

Course description

Outcomes/Assessment

Objectives/Evaluation

Rationale: As we continue to revise the entrepreneur program, we are updating the existing courses so that they meet the needs of our WCC students and community.

Proposed Start Semester: Fall 2012

Course Description: In this course, students will experience real-world and hands-on activities needed to start a business. Talking with customers, partners, competitors, and advisors will provide valuable input as students explore the various facets of a business and how they interact to produce a working business model. Students completing this course will be able to answer the question, "Will anyone other than you want your product or service?", and be well-positioned to write a business plan. This title of this course was previously Starting Your Business.

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:

Central Michigan University
College for Creative Studies
Eastern Michigan University
Ferris State University
Grand Valley State University
Jackson Community College
Kendall School of Design (Ferris)
Lawrence Tech
Michigan State University
Oakland University
University of Detroit - Mercy
University of Michigan
Wayne State University
Western Michigan University

Student Learning Outcomes

1. Identify and follow a defined process to determine the value created by a business idea and its viability.

Assessment 1

Assessment Tool: Externally evaluated business model.

Assessment Date: Fall 2012

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: Departmentally-developed rubric

Standard of success to be used for this assessment: 75% of students scoring 75% or better

Who will score and analyze the data: The business models will be evaluated by members of the local business community. The lead instructor will evaluate the results and report the findings to the Dean and the department.

2. Develop and refine a business model based on customer feedback, knowledge about the market, and the financial viability.

Assessment 1

Assessment Tool: Externally evaluated business model

Assessment Date: Fall 2012

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: Departmentally-developed rubric

Standard of success to be used for this assessment: 75% of students scoring 75% or better

Who will score and analyze the data: Final business models will be evaluated by members of the local business community. The lead instructor will evaluate the results and report the findings and recommendations to the Dean and the Department.

Course Objectives

1. Investigate and clearly identify a business idea, product, or service.
2. Test a business idea with potential customers.
3. Identify various patterns in the design of a business model.
4. Define the functions and activities of a business and how they interact with one another as part of building a business model.
5. Produce and present a personal business, life, and career plan.

New Resources for Course

Course Textbooks/Resources

Textbooks

Alexander Osterwalder & Yves Pigneur. *Business Model Generation*, 1st ed. Houghton Mifflin, 2009, ISBN: 9780470876411.

Manuals

Periodicals

Software

Equipment/Facilities

Level III classroom

<u>Reviewer</u>	<u>Action</u>	<u>Date</u>
Faculty Preparer: <i>Cheryl Byrne</i>	<i>Faculty Preparer</i>	<i>Feb 15, 2012</i>
Department Chair/Area Director: <i>Colette Young</i>	<i>Recommend Approval</i>	<i>Feb 15, 2012</i>
Dean: <i>Rosemary Wilson</i>	<i>Recommend Approval</i>	<i>Apr 02, 2012</i>
Curriculum Committee Chair: <i>Kelley Gottschang</i>	<i>Recommend Approval</i>	<i>Apr 18, 2012</i>
Assessment Committee Chair: <i>Rosemary Rader</i>	<i>Recommend Approval</i>	<i>Apr 18, 2012</i>
Vice President for Instruction: <i>Stuart Blacklaw</i>	<i>Approve</i>	<i>Apr 19, 2012</i>