

## ENSB 170 - LEAN BUSINESS STARTUP

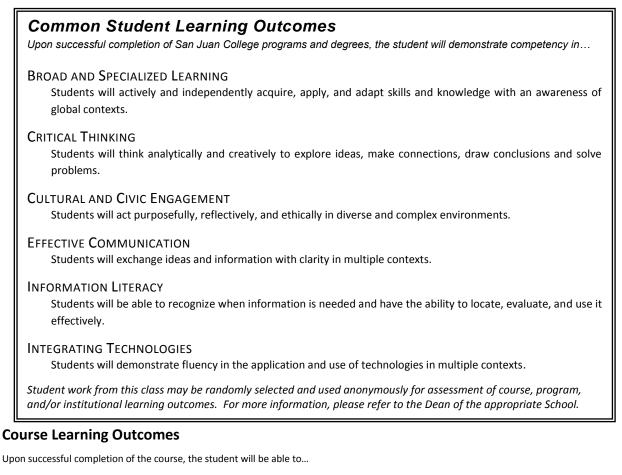
## **SYLLABUS**

## CATALOG DESCRIPTION

This course covers the formation of a new company or enterprise differs from the management of an existing company requiring a different set of skills and resources. Entrepreneurs and others interested in company formation use lean startup methodology to develop and test proposed products, services, and technology. Using this methodology students will develop a business model for a proposed product or service. Students will develop a value proposition, understand the how and why of customer/value proposition fit, develop a minimal viable product, write a basic marketing plan, understand revenue and cost streams, and identify needed resources and partners in the market. Students will prepare to present their business model to investors, customers, and business experts.

Prerequisites: None

Semester Offered: Fall



## 1. Describe lean startup methodology

A copy of this approved syllabus is on file in the dean's office. Updated 1-18

- 2. Work with other students to form effective project teams
- 3. Create business models using the Business Model Canvas
- 4. Evaluate value proposition/market fit for proposed products or services
- 5. Research and analyze customer data
- 6. Describe revenue streams and cost structure of business models
- 7. Develop a basic marketing plan for a startup business
- 8. Prepare and present a workable business model for a startup business