

ENSB 170 - LEAN BUSINESS STARTUP

3 CREDITS

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

Common Student Learning Outcomes

Upon successful completion of San Juan College programs and degrees, the student will demonstrate competency in...

BROAD AND SPECIALIZED LEARNING

Students will actively and independently acquire, apply, and adapt skills and knowledge with an awareness of global contexts.

CRITICAL THINKING

Students will think analytically and creatively to explore ideas, make connections, draw conclusions and solve problems.

CULTURAL AND CIVIC ENGAGEMENT

Students will act purposefully, reflectively, and ethically in diverse and complex environments.

EFFECTIVE COMMUNICATION

Students will exchange ideas and information with clarity in multiple contexts.

INFORMATION LITERACY

Students will be able to recognize when information is needed and have the ability to locate, evaluate, and use it effectively.

INTEGRATING TECHNOLOGIES

Students will demonstrate fluency in the application and use of technologies in multiple contexts.

Student work from this class may be randomly selected and used anonymously for assessment of course, program, and/or institutional learning outcomes. For more information, please refer to the Dean of the appropriate School.

Course Learning Outcomes

Upon successful completion of the course, the student will be able to...

1. Describe lean startup methodology

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