

Syllabus

SBE100: Entrepreneurship - Product & Service Creation

Course Description and Objectives

This course examines the building blocks of entrepreneurship, including an analysis of the entrepreneur and exploration of business opportunities. The course includes the investigation and practice of products and service creation. The emphasis will be on applying entrepreneurship concepts to a business idea and developing an entrepreneurial mindset. *Co-requisite: BUS104 only for business majors. Any other major can take SBE100 with no co-requisite.*

Foundational Skills - Students must have passed ENG 088, ESL 094, ACR 095 and MAT 010/011.

Course Student Learning Outcomes	Measurements
1. Analyze and assess trends in the external environment that can support business opportunities.*	Industry research assignment
2. Explain the unique decisions and challenges of growing an entrepreneurial business.	Lessons learned from an entrepreneurial success story (Ecosystem Assignments)
3. Create a financial model forecasting sales and capital requirements for a new business.*	Startup Costs assignment
4. Outline the benefits of entrepreneurial mindset based on readings & resources.	Opportunity Recognition assignment

Below are the college's General Education goals. The goals that are checked in the left--hand column indicate goals that will be covered and assessed in this course.

General Education Goals	Measurements
X Communication Skills --- Students will write, read, listen and speak critically and effectively.	Presentation of Lean Canvas
X Quantitative Reasoning --- Students will use quantitative skills and the concepts and methods of mathematics to solve	Startup Costs; Industry Research

X	Information & Technology Literacy--- Students will collect, evaluate and interpret information and effectively use information technologies.	Industry Research; Slack participation; Lynda.com completion
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Throughout this course, you will develop a mindset that will enable you to build a toolkit to create and evaluate entrepreneurial opportunities, marshal resources, and form teams driven by creativity, leadership, and smart action. In sum, this course is a journey through the fuzzy front-end of early stage entrepreneurial activity. This course is not intended to be a complete overview of entrepreneurship; it is an immersion experience for finding and creating opportunities.

Required Resources and Materials

- **TEXTBOOK:** Entrepreneurship the Practice and Mindset. Author: Neck, Neck, and Murray Year: 2017 ISBN-13: 978-1483383521 ISBN-10: 1483383520.
- **“Lean Launchpad.”** This free, online course on how to build a startup will form an integral part of our course. Register for the Lean Launchpad course as a student at www.udacity.com/course/ep245
- **Class Tech:** Students will learn using Blackboard and other current tech tools in startups and business. These may include Slack.com, Flipdapp.io, and Leanstack.com.

Course Schedule

	Readings	Coursework
Week 1	1. Entrepreneurship: A Global Social Movement	
Week 2	2. Practicing Entrepreneurship	
Week 3	3. Developing an Entrepreneurial Mindset	
Week 4	4. Supporting Social Entrepreneurship	
Week 5	5. Generating New Ideas	Industry Research
Week 6	6. Using Design Thinking	
Week 7	7. Testing and Experimenting in Markets	Design Thinking Business Experiment I

Week 8	8. Building Business Models	Experiment II
Week 9	9. Planning for Entrepreneurs 10. Creating Revenue Models	
Week 10	11. Learning From Failure	Lean Canvas I
Week 11	12. Bootstrapping for Resources	
Week 12	13. Financing for Startups Appendix A. Financial Statements and Projections for Startups	Lean Canvas II
Week 13	14. Developing Networks	
Week 14	15. Navigating Legal and IP Issues	
Week 15	16. Marketing and Pitching Your Idea Appendix B. The Pitch Deck	Pitch Presentations with Canvas
Final Exams	Review	Final Project

Important University and College Policies & Resources

BMCC is committed to the health and well-being of all students. It is common for everyone to seek assistance at some point in their life, and there are free and confidential services on campus that can help.

Single Stop www.bmcc.cuny.edu/singlestop, room S230, 212-220-8195. If you are having problems with food or housing insecurity, finances, health insurance or anything else that might get in the way of your studies at BMCC, come by the Single Stop Office for advice and assistance. Assistance is also available through the Office of Student Affairs, S350, 212-220- 8130.

Counseling Center www.bmcc.cuny.edu/counseling, room S343, 212-220-8140. Counselors assist students in addressing psychological and adjustment issues (i.e., depression, anxiety, and relationships) and can help with stress, time management and more. Counselors are available for walk-in visits.

Office of Compliance and Diversity: www.bmcc.cuny.edu/aac, room S701, 212-220-1236. BMCC is committed to promoting a diverse and inclusive learning

environment free of unlawful discrimination/harassment, including sexual harassment, where all students are treated fairly. For information about BMCC's policies and resources, or to request additional assistance in this area, please visit or call the office, or email olevy@bmcc.cuny.edu, or twade@bmcc.cuny.edu. If you need immediate assistance, please contact BMCC Public safety at 212-220-8080.

Office of Accessibility - www.bmcc.cuny.edu/accessibility, room N360 (accessible entrance: 77 Harrison Street), 212-220-8180. This office collaborates with students who have documented disabilities, to coordinate support services, reasonable accommodations, and programs that enable equal access to education and college life. To request an accommodation due to a documented disability, please visit or call the office.

BMCC Policy on Plagiarism and Academic Integrity Statement

Plagiarism is the presentation of someone else's ideas, words or artistic, scientific, or technical work as one's own creation. Using the idea or work of another is permissible only when the original author is identified. Paraphrasing and summarizing, as well as direct quotations, require citations to the original source. Plagiarism may be intentional or unintentional. Lack of dishonest intent does not necessarily absolve a student of responsibility for plagiarism. Students who are unsure how and when to provide documentation are advised to consult with their instructors. The library has guides designed to help students to appropriately identify a cited work. The full policy can be found on BMCC's Web site, www.bmcc.cuny.edu. For further information on integrity and behavior, please consult the college bulletin (also available online).