

**Course Outline for Entrepreneurship 40  
BUSINESS INCUBATION AND LAUNCH****Catalog Description:**

40 – Business Incubation and Launch  
(may be repeated 1 time)

2 units

The transition from a business plan to successful business launch. Key emphasis areas are development of plans for legal structure, accounting, financing/funding and implementation, as well as contingency planning. Prerequisite: Entrepreneurship 30. 1.3 hours lecture, 2 hours laboratory.

[Typical contact hours: 57.5]

**Prerequisite Skills:**

Before entering the course the student should be able to:

1. articulate the importance and key elements of an "investment grade" business plan;
2. identify, evaluate, and compose the critical components of a marketing plan;
3. identify, evaluate, and compose the critical components of an operations plan;
4. identify, evaluate, and compose the critical components of an organizational and legal plan;
5. develop credible, complete financial projections for the new venture;
6. write and present a complete business plan with confidence.

**Expected Outcomes for Students:**

Upon completion of the course the first time, the student should be able to:

1. identify an appropriate legal structure for a new business;
2. analyze short-term and longer-term funding options for a new business, and develop a financing plan;
3. define key milestones to implementing a new business plan;
4. develop an accounting system for a new business;
5. present achievements versus the implementation plan to a team of business consultants;
6. prepare a contingency plan for the new business.

Upon completion of the course the second time, the student should be able to:

1. implement an appropriate legal structure for a new business;
2. confidently request funding;
3. assess and present progress toward new business implementation to a team of business consultants;
4. implement an accounting system for a new business;
5. define and present future business growth plans.

**Course Content:**

1. Course Content, Lecture:
  - a. New business legal structure options
  - b. Identifying funding needs
  - c. Funding options
  - d. The "funding pitch"

- e. Developing an implementation plan and milestones
  - f. Developing a new business advisory board and mentors
  - g. Identifying business risks
  - h. Developing contingency plans to address business risks
  - i. Presenting with confidence
2. Course Content, Laboratory, First Enrollment:
    - a. Defining a new business legal structure
    - b. Identifying specific funding sources
    - c. "Funding pitch" practice and coaching
    - d. Reporting on achievement of implementation plan milestones
    - e. Presenting to the advisory board and mentors
    - f. Responding to suggestions, concerns of advisory board and mentors
    - g. Identifying methods to reduce or respond to business risks
  3. Course Content, Laboratory, Second Enrollment:
    - a. Implementing a new business legal structure
    - b. Contacting specific funding sources
    - c. Delivering the "funding pitch", and following up
    - d. Requesting specific support from the advisory board and mentors
    - e. Connecting with the local entrepreneurial "eco-system" for support
    - f. Developing plans for "stage two" business growth

**Methods of Presentation:**

1. Lecture
2. Discussion
3. Advisory group presentations and feedback
4. Guest speakers
5. Case analysis

**Assignments and Methods of Evaluating Student Progress:**

1. Typical Assignments
  - a. Identify three feasible business legal structure options, and analyze the benefits and disadvantages of each for your business idea. Recommend an initial and long-term business structure for your business, and explain your choices.
  - b. Develop implementation plans for your business. Part 1 of the plan will identify key milestones to business launch. Part 2 of the plan will identify key milestones to measure business success during year one of the business. Present this implementation plan to your business advisory group.
2. Methods of Evaluating Student Progress
  - a. Final examination
  - b. Implementation plan
  - c. Legal structure plan
  - d. Financing plan
  - e. Business advisory group feedback

**Textbook(s) (Typical):**

*None required*

**Special Student Materials:**

None.

JVN, ENTR40courseoutline.doc, 10.18.11