BUS 110 Preliminary Syllabus

Course Title: How to Start Your Business: From Idea to Business Plan  
Course Code: BUS 110 W  
Quarter: Winter 2016

Instructor Name: Rashmi Menon

Course Schedule:  
Online. Live interactive Zoom Sessions are tentatively scheduled for Thursday evenings (in US timezones). The interactive sessions are recorded for those who cannot attend at this time.

Requirements for Credit/No Credit:  
For Credit: Complete and present a business plan and elevator pitch.  
Note: This class cannot be taken for a letter grade

Please note this class will involve group assignments and video presentations. You will need to have the following technology to participate: webcam, PowerPoint, Keynote, or other software for generating presentations. A headset is also recommended.

Weekly Outline

Week 1

• Topics covered  
  o Introductions/Logistics/Course Plan  
  o Elevator Pitch – What is it? Why use it? What makes a good one?  
  o Business Plans – What are they? What do they include? Why are they useful?  
  o Team formation

• Class assignments  
  o Think about what business ideas you may want to turn into a business plan during this class  
  o Think about skill sets/interests/background you could bring to a team creating a business plan

• Reading assignments  
  o Look over business planning websites and documents  
  o Find other business planning websites to share with the class

Week 2

• Topics covered  
  o Elevator pitch examples
Entrepreneurship and partnership workshop - are you ready to be an entrepreneur, should you seek out a partner, etc.

Competitive Assessment – How to research competitors, present information, competitive advantage, barriers to entry

Class assignments
- Find various good/bad elevator pitch examples to share with class

Week 3

Topics covered
- Panel discussion with guest speakers on entrepreneurship experiences and lessons learned
  - Career paths and skill-sets
  - Ideation and development of idea
  - Organizational structure
  - Funding options used
  - What is it like to be an entrepreneur
  - Lessons learned, what to do differently

Week 4

Topics covered
- Remarks from previous attendees
- Presenting effectively
- Form teams to work on business plans

Class assignments
- Prepare to head up or join a business plan team

Week 5

Topics covered
- Conducting customer research

Week 6

Topics covered
- Elevator pitch presentations
- Market sizing, revenue models/sources/projections

Class assignments
- Be prepared to present your elevator pitch and comment on those presented by others

Week 7

Topics covered
o Legal issues for entrepreneurs (guest speaker)
o Key drivers of cost, margins; funding required

Week 8

• Topics covered
  o Financing your startup (guest speaker)
  o Launch and marketing plans

Week 9

• Topics covered
  o Business plan presentations
• Class assignments
  o Be prepared to present your business plan and comment on those presented by others

Week 10

• Topics covered
  o Business plan presentations
• Class assignments
  o Be prepared to present your business plan and comment on those presented by others