MOHAWK VALLEY COMMUNITY COLLEGE

UTICA AND ROME, NEW YORK

COURSE OUTLINE

BM 275 - Capstone in Essentials in Entrepreneurship C-3, **P-0,** Cr-3

**Course Description**

In this capstone course, students build upon the fundamentals learned in related coursework to research, develop, and write a detailed business plan.

Prerequisite: BM150 Principles of Entrepreneurship.

**Student Learning Outcomes**

Upon successful completion of the course the student will be able to:

1. Demonstrate a practical understanding of a step-by-step approach to starting a business.
2. Analyze the concept of the entrepreneurial mindset and apply it to the execution of a project from the generation of the idea, business model and the feasibility analysis of the project.
3. Determine the feasibility of the business concept through industry, market, competitor and economic analysis.
4. Identify the strengths and weaknesses of a business and develop actions to leverage the strengths and eliminate the weaknesses.
5. Develop and utilize critical thinking to formulate and execute managerial entrepreneurial strategies, plans, and procedures to fulfill the mission of the business.
6. Analyze approaches to entrepreneurial financing and can assess the financial strengths of the new venture.
7. Develop detailed operating plans to guide and integrate the various elements of an organization through the successful execution of the business process.
8. Formulate a realistic business plan that can be utilized as a guide in starting and operating a business.
9. Demonstrate an understanding of how to operate a business as a good corporate citizen.

**Major Topics**

Finding Opportunities to Start a Business

Business Plan Structures and Uses

Turning an Opportunity or Idea into a Business

Integrated Marketing

Product Identification/Sourcing/Positioning/Pricing/Branding

Cash Management/Sourcing for Start-ups and Sustainable Operations

Financial Analysis and Planning

Human Resources Operations

Management/Leadership/Ethical Practices

Rev: November 2023