Course Outline for Entrepreneurship 16

Making the Pitch

Catalog Description:
ENTR 16 - Making the Pitch 1.00 units
An elevator pitch is a short summary used to quickly and simply define a person, profession, product, service, organization or event and its value proposition. This course will teach you how to identify the attributes of a value proposition; outline a presentation that articulates those values; orally present your value proposition in the form of a 2 minute elevator pitch.
Prerequisite: ENTR 1 (completed with a grade of "C" or higher) or ENTR 15 (completed with a grade of "C" or higher)

Grading Option: Optional

Discipline:

<table>
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<th>Units</th>
<th>Contact Hours</th>
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<tbody>
<tr>
<td></td>
<td>Week</td>
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<td>Lecture</td>
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<tr>
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<td>Clinical</td>
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Prerequisite Skills:
Before entry into this course, the student should be able to:
1. Conduct basic market research to validate a new business idea;
2. Create a 1-year pro-forma income statement for a new business;
3. Orally present market research findings and the key elements of the pro-forma income statement.

Measurable Objectives:
Upon completion of this course, the student should be able to:
1. Identify the components of a business venture’s value proposition;
2. Orally articulate the value proposition of a business venture in the form of a polished two-minute elevator pitch;
3. Confidently address questions from potential investors.

Course Content:
1. The critical components of a well executed elevator pitch.
2. Criteria for evaluation of the feasibility of a business venture.
3. The value proposition of a business venture.
4. Persuasive oral presentation skills.

Methods of Presentation
1. Case Study
2. Oral and Written Analysis
3. Presentation
4. Guest speakers
5. Class and group discussions
6. Presentation of audio-visual materials

Assignments and Methods of Evaluating Student Progress
1. Typical Assignments
   A. Brainstorm and debate the key variables of a new business venture. Create a written outline for a verbal presentation that identifies the value proposition of a new business venture.
   B. Create a written outline for a verbal presentation that identifies the value proposition of a new business venture.
   C. Watch several elevator pitches and write a two paragraph paper of the key attributes of the pitch.
2. Methods of Evaluating Student Progress
   A. Oral Presentation
   B. Final Examination or Project
3. Student Learning Outcomes
   Upon the completion of this course, the student should be able to:
   A. Demonstrate key entrepreneurial leadership qualities.
   B. Explain key strategies for growth of a new business.

Textbook (Typical):

Special Student Materials

Abbreviated Class Schedule Description:
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