

JAMESTOWN COMMUNITY COLLEGE
State University of New York

INSTITUTIONAL COURSE SYLLABUS

Course Title: Launching Ventures

Course Abbreviation and Number: ENT 1490

Credit Hours: 3

Course Type: Lecture

Course Description: Students will explore valuable processes and resources that will prepare them to start their own business now or in the future. Students will develop customer understanding as well as identify, evaluate, and recommend solutions that meet customer needs. Students will establish and validate a business model, then explore important aspects of new venture creation such as intellectual property, legal forms of ownership, sources of funding, market research, and resources that support new businesses in their region.

No requisites.

Student Learning Outcomes:

1. Develop, test, and validate a prototype idea for a new business venture.
2. Demonstrate an understanding of entrepreneurship fundamentals in the areas of intellectual property, finding sources, and market research.
3. Demonstrate an understanding of various forms of business ownership.
4. Identify entities that offer support services to business startups in a targeted region.

Topics Covered:

- Design thinking for entrepreneurs
- Business model generation
- Validating a business model
- Choosing a legal form of business ownership
- Intellectual property
- Startup funding requirements and sources of funds
- Market Research
- Branding
- The entrepreneurial ecosystem: Identifying business startup resources
- Creating business plan or pitch deck
- Information for Students

Expectations of Students

- [Civility Statement](#)
- [Student Responsibility Statement](#)
- [Academic Integrity Statement](#)
- [Accessibility Services](#)
Students who require accommodations to complete the requirements and expectations of this course because of a disability must make their accommodation requests to the Accessibility Services Coordinator.
- [Get Help: JCC & Community Resources](#)
- [Emergency Closing Procedures](#)
- Course grade is determined by the instructor based on a combination of factors, including but not limited to, homework, quizzes, exams, projects, and participation. Final course grade can be translated into a grade point value according to the following:

A=4.0	B+=3.5	B=3	C+=2.5	C=2	D+=1.5	D=1	F=0
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- Veterans and active duty military personnel with special circumstances (e.g., upcoming deployments, drill requirements, VA appointments) are welcome and encouraged to communicate these to the instructor.

Effective Date: Summer 2021