

COURSE MAP BUSN 7000

WEEK/MODULE	1	2	3	4	5	6	7	8
Topic	What's the Big Idea?	Getting Down to Business	Analyzing the Choices We Have Made	Understanding Your Strategic Destination	What Is the Value of Your Business Concept?	Strategizing and Networking for Success	Marketing and Financing a Start-Up	Determining Logistics and Legalities
Overview and Learning Objectives	Identify and apply idea development tools and exercises. Assess ideas in terms of <i>possibility</i> . Develop a set of possible ideas as the basis for developing a business plan.	Differentiate good ideas and business concepts. Describe external environment assessment tools. Address additional ideas with potential by examining what they are missing.	Analyze and expand upon their selected business concepts. Practice using business analysis tools, including SWOT and PEST; explore the market and environmental factors, and ask critical questions.	Assess the value of visualizing a clear destination for a business. Map the destination for a business based on personal and professional values and goals. Create a broad outline for a business plan using the MOST tool.	Determine the final target deliverable. Develop a compelling value proposition for a business concept. Apply concept development, analysis, and strategic destination to the business plan.	Outline basic strategic options aligned to tactical details and actions. Assess alliance and resource networks. Develop an action plan to connect with target customers, potential partners, board members, and other resources.	Create an initial target customer list. Develop a basic communication strategy. Analyze competition. Establish initial financial goals for a business, analyze funding options, and create a starting balance sheet.	Analyze logistical concerns, and develop action items for addressing concerns. Determine differences in legal structures. Establish a legal structure. Finalize the initial draft of a business plan for presentation to a professional audience.
Multimedia Micro-Lectures	<u>Successful start-ups.</u> Reasonably Possible, Big Ideas Where Good Ideas Come From Facts about Start-Ups	<u>Moving from an idea to a business concept.</u> Ideas vs. Business Concepts Start-Ups: Business Concepts	<u>Strategies and tools for analyzing and expanding business concepts.</u> Analyzing Choices Lemonade Stand: Refining Concepts	<u>Role of vision, mission, and mantra.</u> Strategic Destinations Creating Your Strategic Destination Statement	<u>Establishing a business plan with a viable value proposition.</u> What Is the Value of Your Business Concept?	<u>Tools to enhance a viable value proposition.</u> Strategy and Alliances	<u>Marketing strategy and analysis, financial support and planning.</u> Marketing and Finance	Legal and logistics in financial support and planning. Legal, Logistics, and Course Wrap-Up Addressing Logistical Concerns
Readings	<i>Chapters 1 and 2</i> Allen, K. R. (2012). <i>pp. 14-44</i> Osterwalder, A., & Pigneur, Y. (2010)	<i>Chapter 3</i> Allen, K. R. (2012). Ronick, D. (2011). <i>Ten steps from idea to business.</i>	<i>Chapter 3</i> Allen, K. R. (2012). Ronick, D. (2011). <i>Ten steps from idea to business.</i>	<i>Chapter 4</i> Allen, K. R. (2012). <i>pp. 200-232</i> Osterwalder, A., & Pigneur, Y. (2010)	<i>Chapter 9</i> Allen, K. R. (2012). Maynard, W. (2010). <i>How to write a value proposition ..</i>	<i>Chapter 7</i> Allen, K. R. (2012).	<i>Chapters 8, 14, and 15</i> Allen, K. R. (2012).	<i>Chapters 10, 11, 12, 13</i> Allen, K. R. (2012).
Discussion Board	Enhancing and innovating ideas.	"Why didn't I think of that?"	Conducting a SWOT analysis.	Evaluating mission statements.	Value propositions.	Divergent Strategies.	Markets and Customer base.	Anticipating obstacles.
Assignments	Developing Ideas	Initial Case Study	Case Study Peer Review	Mission development	Identifying Value Proposition	Financial Goals and Balance Sheets	Course Reflection Essay	Creating Business Action Plans Review
Assessments	Culminating Project: Deliverable 1	Culminating Project: Deliverable 2	Culminating Project: Deliverable 3	Culminating Project: Deliverable 4 *Quiz	Culminating Project: Deliverable 5	Culminating Project: Deliverable 6	Culminating Project: Deliverable 7 *Quiz 2	Culminating Project: Final Business Plan