

EM-BAS 450 : Business Launch 1 - Entrepreneurship Capstone

Credits 5

Quarter Offered Spring

Students will actively engage in planning and preparing a business growth plan or initiating a small local business. This class will facilitate preparing a comprehensive entrepreneurship project either on behalf of a local business or to conceptualize or initiate a new business launch, applying learning from previous courses. Students will develop and complete a capstone written project which sets a thought-out plan of action for business development. This class may include students from multiple sections.

Must be seeking a Bachelor of Applied Science in Management degree to enroll. If interested, visit pencol.edu/bas

Prerequisites

Entrepreneurship/Marketing Management BAS Program Admittance; Completion of [EM-BAS 311](#) and [EM-BAS 420](#)

Course Outcomes

- Implement entrepreneurship perspectives while developing a plan for success in their chosen field or service.

- Engage in a series of site visits to local businesses to assess key marketing indicators and actively participate in discussions on-site and in discussion boards.

- Develop a risk assessment plan on an industry and the potential pitfalls and hazards through a designated period of implementing the growth.

- Articulate the role and importance of entrepreneurship and local business development in the community.

- Analyze and distinguish the pros and cons of different types and sources of start-up funding.

- Develop a plan for cash flow for implementation of the startup or growth plan implementation.

- Create a pitch deck demonstrating entrepreneurial idea or business growth plan.