



## Business Startups Undergraduate Course Information Guide

Course Number: BADM 270, 2 credits, 5 Weeks  
Delivery Formats: Online Async

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|---|--|--|
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### Course Description

Learn the steps required to develop a business plan and start a business. In this 5 week class, students will be introduced to a variety of topics relevant to starting up your own business including market research, business model canvas, business plan development, business structures, registration, licensing, and business banking. The purposes, logic, and audiences for a business plan will be examined. Students will be introduced to tools and resources helpful in developing their own business plans.

### Learning Outcomes

After completing this course, you will be able to:

- Identify the common legal business structures
- Understand basic partnership agreements
- Understand business bank accounts and services
- Create simple financial projections for your business
- Analyze the critical points required to communicate a business concept, raise money, and launch a business
- Create and present a basic business plan, elevator pitch, and pitch deck to raise funding for a startup business.

### Learning Strategies and Resources

In each module, students learn proven foundational elements and techniques of successful businesses.

In the first module, students download a business plan template from the United States Small Business Administration and a generic financial projection template. With classmates, they discuss their own ideas for small startup businesses. From these discussions, they choose a hypothetical business to develop through the remainder of the course.

Next, students explore how cash and raw materials flow into their businesses and how finished goods and services are delivered to customers. The popular Business Model Canvas is used to diagram this flow for their hypothetical business. In parallel with outlining the functions of their hypothetical businesses, students learn the various legal structures for businesses in the United States and explore their pros and cons including tax implications.

Armed with these fundamentals, students develop and refine a basic business plan with financial projections, elevator pitch, and formal pitch presentation for their hypothetical business.

The course culminates with students recording a video presentation pitching their business to prospective investors.

## **Required Readings**

“Fundamentals of Business” by Stephen J. Skripak

Books and learning materials are available at the DePaul bookstore, at <http://depaul-loop.bncollege.com>, or through alternative sources.

Additional readings may be available on Electronic Reserve, at the [DePaul Library](#). Login to Ares Course Reserves and select the course. Log in using your Campus Connect User ID and password. You will then get a page listing the courses in which you're enrolled that have readings posted in Ares. Click on the title of this course and the list of our electronic reserve readings will be displayed.

## **Learning Deliverables**

Students in this course will read textbook chapters, articles, watch videos, participate in online discussions, complete quizzes, create a final business plan outline, elevator pitch, and present a pitch deck for a hypothetical business.

### **Chapter Quizzes**

The student's comprehension of the material from the text, videos, and lectures presented in each module are checked with quizzes.

### **Written Submissions**

Students develop and submit communication documents regarding their hypothetical businesses. These include a business plan, financial projection, business model canvas, business flow diagram, elevator pitch, and pitch deck.

## Online Discussions

Discussions are an essential component of this course. The discussions in this course are designed to be back-and-forth conversations between you and your classmates.

Final Project: Business Plan

## Assessment of Student Learning

### Grading Practices

Identify the criteria that will be used to assess and grade students' evidences of learning (deliverables).

When criteria are weighted (e.g., points, scores, percentages) within an assessment, their respective weights should be identified.

Indicate if late work will be accepted and if so, the specific amount of deducted points and the absolute date after which work will not be accepted.

Indicate whether attendance is required and/or assessed, and the consequences for non-attendance.

### Distribution of Grade Points

| <b>Graded Assignments</b>   | <b>Percentage of Final Grade</b> |
|-----------------------------|----------------------------------|
| Online Discussions (3 x 20) | 30%                              |
| Quizzes (4 X 10)            | 20%                              |
| Submissions (7 x 10)        | 35%                              |
| Final Paper (1 x 30)        | 15%                              |

### Grading Scale

|               |               |               |
|---------------|---------------|---------------|
| A = 95 to 100 | A- = 91 to 94 | B+ = 88 to 90 |
| B = 85 to 87  | B- = 81 to 84 | C+ = 77 to 80 |
| C = 73 to 76  | C- = 69 to 72 | D+ = 65 to 68 |

|              |                 |     |
|--------------|-----------------|-----|
| D = 61 to 64 | F = 60 or below | INC |
|--------------|-----------------|-----|

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## Course Schedule

| <b>Week or Module Title or Theme</b>  | <b>Readings / Learning Activities</b>  | <b>Graded Assignments</b>   |
|---------------------------------------|--|---|
| Module 1:<br>About Business           | <p>Read Chapter 1 – Teamwork in Business</p> <p>Watch Lecture One – The Basics of Business</p> <p>Download Sample Business Plan Template (SBA)</p> <p>Download Sample Financial statement template (SBA)</p> | <p>Quiz One</p> <p>Submit a description of your hypothetical business</p> <p>Discussion: Your business ideas</p>                      |
| Module 2:<br>Market Landscape         | <p>Read Chapter 14 – Marketing: Providing Value to Customers</p> <p>Watch Lecture Two – Business Flow</p> <p>Watch Business Model Canvas video</p> <p>Download Business Model Canvas template</p>            | <p>Quiz Two</p> <p>Submission: Create a Business Model for your hypothetical business</p> <p>Discussion: What is a Business Model</p> |
| Module 3:<br>Infrastructure and Tools | <p>Read Chapter 6 – Forms of Business Ownership</p> <p>Watch Lecture Three – Measuring Income</p>  | <p>Quiz Three</p> <p>Submission: Types of Business Legal Structures</p> <p>Discussion</p>   |
| Module 4:<br>Communicate              | <p>Read Chapter 17 – Accounting and Financial Information</p> <p>Watch Lecture Four – Tell Your Story</p>  | <p>Quiz Four</p> <p>Submission: Double Tax!</p>   |

|                     |                                    |   |
|---------------------|------------------------------------|---|
|                     |                                    | Submission: Draft Business Plan<br><br>Submission: Deliver Elevator Pitch video           |
| Module 5: The Pitch | Watch Lecture Five – Final Project | Submission: Finalize Business Plan<br><br>Submission: Create and deliver your Pitch Video |

## Course Policies

For access to all SCPS and DePaul University academic policies, refer to the following links:

[SCPS Student Resources Website](#)

[DePaul Student Handbook](#)

The [D2L Course Website](#) for this course.

## Course Syllabus

The official syllabus for this course that includes course dates, instructor information and quarter specific details will be provided by the course instructor by the start of the course and available on the course D2L website.

## Course Registration

To find out when this course will be offered next, you can go to the [SCPS Registration website](#) for details on how to register for the course.

For information on how this course can apply to your program, contact your academic advisor.

## **School of Continuing and Professional Studies**

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This document was updated 7-13-23.

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