

Clackamas Community College

Online Course/Outline Submission System

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Date approved: September 22, 2017 Certified General Education Area(s): None

Section #1 General Course Information**Department:** SBDC**Submitter**

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Course Prefix and Number: SBM - 019**# Credits:** 0**Contact hours**

Lecture (# of hours):

Lec/lab (# of hours): 170

Lab (# of hours):

Total course hours: 170

For each credit, the student will be expected to spend, on average, 3 hours per week in combination of in-class and out-of-class activity.

Course Title: Innovation Bridge**Course Description:**

Provides a methodology to help current and hopeful entrepreneurs find the business value of new ideas, products, or concepts. The course takes students through a process that prompts new ways of thinking about the commercial potential of their ideas, and helps them shape their innovative idea into a complete product.

Type of Course: Career Technical Supplementary**Reason for the new course:**

To help span the gap between the current Going Into Business class and the Small Business Greenhouse program.

Can this course be repeated for credit in a degree?

No

What is the target audience/industry for this class?

New current and potential future small business owners.

Are there prerequisites to this course?

No

Are there corequisites to this course?

No

Are there any requirements or recommendations for students taken this course?

No

Are there similar courses existing in other programs or disciplines at CCC?

No

Will this class use library resources?

No

Is there any other potential impact on another department?

No

Does this course belong on the Related Instruction list?

No

GRADING METHOD:

Non-graded

Audit: No

When do you plan to offer this course?

✓ **Fall**

✓ **Winter**

✓ **Spring**

Is this course equivalent to another?

If yes, they must have the same description and outcomes.

No

Will this course appear in the college catalog?

Yes

Will this course appear in the schedule?

Yes

Student Learning Outcomes:

Upon successful completion of this course, students should be able to:

1. identify target customers.
2. determine the path to market.
3. investigate money sources.
4. create a competitive edge.
5. implement the idea.

This course does not include assessable General Education outcomes.

Major Topic Outline:

1. Describing your business or product idea
2. What problem does your idea solve
3. How to determine your idea's position in the marketplace
4. Identifying target customers
5. Finding your path to market
6. Financial forecasting
7. Your competitive edge
8. Feasibility
9. Value proposition

Does the content of this class relate to job skills in any of the following areas:

- | | |
|--------------------------------------|-----------|
| 1. Increased energy efficiency | No |
| 2. Produce renewable energy | No |
| 3. Prevent environmental degradation | No |
| 4. Clean up natural environment | No |
| 5. Supports green services | No |

Percent of course: 0%

First term to be offered:

Specify term: Fall 2017
