

**College of San Mateo  
Official Course Outline**

1. **COURSE ID:** BUS. 176    **TITLE:** Selling the Idea  
**Units:** 3.0 units    **Hours/Semester:** 48.0-54.0 Lecture hours; and 96.0-108.0 Homework hours  
**Method of Grading:** Letter Grade Only  
**Recommended Preparation:**  
Eligibility for ENGL 100, or Eligibility for ENGL 105

2. **COURSE DESIGNATION:**  
**Degree Credit**  
**Transfer credit:** CSU

3. **COURSE DESCRIPTIONS:**  
**Catalog Description:**

A key component of an enterprise's success is the clear communication of the idea to potential investors. This course builds on a business plan, and creates a 'pitch-deck'--a brief presentation, often created using PowerPoint—that provides a quick overview of the business plan for use during face-to-face or online meetings with potential investors, customers, partners, and co-founders, as well as the opportunity to practice their pitch's delivery, receive feedback, and refine it.

4. **STUDENT LEARNING OUTCOME(S) (SLO'S):**

Upon successful completion of this course, a student will meet the following outcomes:

1. Complete a pitch-deck.
2. Deliver an effective pitch.

5. **SPECIFIC INSTRUCTIONAL OBJECTIVES:**

Upon successful completion of this course, a student will be able to:

1. Complete a pitch-deck.
2. Deliver an effective pitch.

6. **COURSE CONTENT:**

**Lecture Content:**

1. The Pitch Deck
  - A. Formatting the slideshow
    - a. Silicon Valley standard 10 slide/30 pt. font
      - i. Title
      - ii. Problem
      - iii. Solution
      - iv. Business Model
      - v. Sales & Marketing
      - vi. Competition
      - vii. Team
      - viii. Financial Projections
      - ix. Milestones
    - B. Creating the slideshow
      - a. Visual design, accepted practices
    - C. Delivering the presentation
      - a. Body language
      - b. Facial Expressions
      - c. Tone
      - d. Non-verbal
      - e. Timing
      - f. Audience engagement
      - g. Audience management

7. **REPRESENTATIVE METHODS OF INSTRUCTION:**

Typical methods of instruction may include:

- A. Lecture

- B. Directed Study
- C. Discussion
- D. Observation and Demonstration
- E. Other (Specify): Group Exercises, Slideshow project

**8. REPRESENTATIVE ASSIGNMENTS**

Representative assignments in this course may include, but are not limited to the following:

**Writing Assignments:**

Students will create an oral presentation that will require articulating their idea, including financial details, using business nomenclature.

**Other Outside Assignments:**

Preparation of Pitch-Deck will require research on business competitors and industry markets.  
Research/review of recorded elevator and full entrepreneurial pitches, with analysis.

**9. REPRESENTATIVE METHODS OF EVALUATION**

Representative methods of evaluation may include:

- A. Class Participation
- B. Judge/classmate evaluation

**10. REPRESENTATIVE TEXT(S):**

Possible textbooks include:

- A. Beckett, D.. *Pitch to Win: The Tools That Help Startups and Corporate Innovation Teams Script, Design and Deliver Winning Pitches* , 1st ed. Vakmedianet Management, 2018

**Origination Date:** August 2020

**Curriculum Committee Approval Date:** October 2020

**Effective Term:** Fall 2021

**Course Originator:** Peter von Bleichert