

ENTREPRENEURSHIP

Laney College

Outcome	Institutional Outcomes	Assessment Method
Develop and prepare a comprehensive business plan.		Preparation of a business plan for a new business.
Evaluate the strengths and weakness in e-commerce versus a traditional business.		Case study outlining the strengths and weakness of an e-commerce versus a traditional business.
Prepare an income statement and balance sheet for a start up business.		Portfolio consisting of an income statement balance sheet and cash flow statement.