Venture Development and Business Analytics

Spring 2026

Description

In this upper division program, students will prepare to launch their business projects while learning business analytics skills that will enable them to evaluate their own, and others' entrepreneurial work. Students will generate robust financial projections, critique business models, take on more complex case studies, and develop longer term coordinated marketing strategies.

The program will culminate in a public pitch event, and some students may launch a project or initiative during the quarter. This program will prepare students to seek out and negotiate good funding sources for their work and may also provide an opportunity for students to engage in deeper research or inquiry into businesses or industry concepts that are particularly relevant to them.

In the spring of 2026 this program will be delivered primarily online, with additional online coursework to be completed between class sessions. This class will meet synchronously for 4 hours and will include 4 hours of asynchronous instruction per week. Students should expect additional homework during the week.

This is the third of three courses that comprise the Small Business and Creative Entrepreneurship certificate at Evergreen. Courses must be taken in sequential order.

Successful completion of "Business Development", or faculty signature is required. Please contact faculty member Madelyn George at Madelyn.George@evergreen.edu to discuss obtaining a faculty signature.

Anticipated Credit Equivalencies:

4 - Business Analytics

4 - Entrepreneurship

Schedule:

- Regular Class Meeting: Tuesdays, 5:30 – 9:20 via Zoom
- Students will also be expected to meet one-on-one with the instructor or in small groups for about 30 minutes each week. Students will be given a variety of meeting dates and time options to accommodate their schedules.

Learning Goals

- Develop a cohesive business plan, including a robust marketing strategy and a 3-year financial plan
- Prepare and present a compelling pitch, understanding how to frame a project for an intended audience
- Understand the role of data for strategic planning and business decision-making, with expanded awareness of relevant statistical concepts and several examples of their applications
- Gain clarity and confidence about next steps after the end of the quarter

Learning Modalities

Similar to Business Fundamentals and Business Development, this program will be taught in an online format, meeting synchronously (scheduled) via Zoom once per week, and completing online coursework between sessions.

- Class session often including a weekly lecture, discussion, and workshop conducted via Zoom (~4 hours every week)
- Weekly asynchronous (on your own time) modules, including readings, online discussions, and interactive activities, completed on Canvas (roughly 16 hours a week).
- The workload in this program is designed for approximately 15-20 hours a week, so in addition to online class time (4 hours every week), students must allocate time during the week to complete readings and assignments.

Unlike previous quarters, this program will include more one-on-one and small group meetings between the instructor and students throughout the quarter, approximately 30 minutes per week. During the first week this meeting will be used to identify individual goals for the quarter, and to review and customize a project plan template for the quarter. Subsequent weekly meetings will be used to check in with students about their progress.

Technology Requirements

To successfully participate in this program, students will need a computer (including a microphone and a working camera) and internet access. Grants or other resources may be available to support students with technology needs, so students with tech needs should contact faculty for additional information. If students find themselves unable to participate due to technology, caregiving obligations, economic disruption, health risk or illness, they can work with faculty to pursue alternate options to earn credit.

Criteria for Earning Credit

This is an advanced program designed with the expectation that students are confident with foundational concepts and are ready to push themselves to engage with more advanced material. There will be a higher expectation that students will be able to work independently, manage their time well, and hold themselves accountable.

The criteria for earning credit will be outlined in full in the program syllabus. Students are responsible for knowing all requirements for credit and keeping track of their progress in the program, such as through the Canvas grade book. Faculty will reach out no later than the fifth week to inform students at risk of not earning full credit and provide guidance on how to get caught up.

Books

The following are examples of books we will read from during the quarter. All are available online through the library. No purchase required. Additional materials will be distributed through Canvas.

- Analytics Stories: Using Data to Make Good Things Happen, Wayne Winston
- Introduction to Business Analytics Using Simulation (Second Edition), Jonathan P. Pinder
- Business Models: Innovation, Digital Transformation, and Analytics, Iwona Otola and Marlena Grabowska