

**LEHMAN COLLEGE  
OF THE  
CITY UNIVERSITY OF NEW YORK**

**DEPARTMENT OF MANAGEMENT AND BUSINESS INNOVATION**

**NEW COURSE**

1. **Type of change:** Experimental Course

2.

Department(s)	Management and Business Innovation
Career	<input checked="" type="checkbox"/> Undergraduate <input type="checkbox"/> Graduate
Academic Level	<input type="checkbox"/> Regular <input type="checkbox"/> Compensatory <input checked="" type="checkbox"/> Developmental <input type="checkbox"/> Remedial
Subject Area	Entrepreneurship
Course Prefix & Number	BBA 230
Course Title	Scaling Startup Business
Description	Customer acquisition, financial sustainability, pitch development; tools and insights to advance startup ventures
Pre/ Co Requisites	Departmental Permission
Credits	2
Hours	2
Liberal Arts	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Course Attribute (e.g. Writing Intensive, WAC, etc)	
General Education Component	<input checked="" type="checkbox"/> Not Applicable <input type="checkbox"/> Required <input type="checkbox"/> English Composition <input type="checkbox"/> Mathematics <input type="checkbox"/> Science  <input type="checkbox"/> Flexible <input type="checkbox"/> World Cultures <input type="checkbox"/> US Experience in its Diversity <input type="checkbox"/> Creative Expression <input type="checkbox"/> Individual and Society <input type="checkbox"/> Scientific World

3. **Rationale:**

Entrepreneurship is a key driver of innovation and economic growth, yet startups face significant challenges. 70% of startups fail, with 45% closing within five years (ElectrolQ, 2025). The Global Entrepreneurship Monitor 2025 Report notes a rising fear

of failure (49%), discouraging many potential entrepreneurs. Additionally, funding conditions have tightened, making it harder for startups to secure capital (Reuters, 2025).

Accelerator programs significantly improve startup success rates. Startups in accelerators experience a 60-70% survival rate (NBER, 2025). Furthermore, 70% of young entrepreneurs cite mentorship and networks as crucial to success (Kauffman Foundation, 2025).

The course directly addresses these challenges by providing:

- **Expert mentorship** to navigate business growth.
- **Hands-on experiential education** in customer acquisition, financial sustainability, and pitch development.
- **Access to capital** by participating in a pitch event at the end of the course.
- **Networking opportunities** with peers, investors, and industry leaders.

By equipping students with practical skills, mentorship, and resources, this course enhances the success rate of early-stage ventures.

4. **Learning Outcomes (By the end of the course students will be expected to):**

- Develop and refine a scalable business model and formal plan by applying lean startup principles and customer validation techniques.
- Create and implement a customer acquisition strategy that includes market research, competitive analysis, and digital marketing tactics.
- Demonstrate financial sustainability by constructing financial projections, understanding key revenue drivers, and evaluating funding opportunities.
- Deliver a compelling investor-ready pitch that effectively communicates their business value proposition, market opportunity, and growth strategy.

5. **Date of Departmental Approval:** 3/13/2025