

## **Week 7 Activity: Course Access and Peer Review**

Instructional Design Document Critical Elements:

### 1. Project Context

Course Overview: Launching your Business Concept on Shark Tank will be focused on achieving the entrepreneur's success when appearing on Shark Tank. The instructional module will cover important topics such as learning to know your numbers, creating an engaging pitch, preparing for the audition, and other essential tips to help ensure your success on Shark Tank. Many entrepreneurs attempting to appear on Shark Tank are unsuccessful in being chosen. The successful completion of this instructional course module will be a great step towards your goal of being selected to appear and getting a deal with a shark on the TV Series, Shark Tank.

### 2. Learning Requirements

Audience Overview: The primary course audience is entrepreneurs that want to be selected to appear on Shark Tank and get a deal. The secondary audience are entrepreneurs seeking to improve their business skills so they can be more successful in pursuing other private venture partnerships and funding sources.

Course Access: The audience of learners will be able to conveniently access the course from their laptop computer, cell phone, tablet or anywhere they have convenient internet connection. Course Learning can take place at the learner's home, office, or any public place.

### 3. Course Objectives

Goal of Instruction: The goal in creating this instructional course module is to prepare entrepreneurs with the knowledge and skills required to be selected to appear and make a deal with a Shark on the Hit TV Series, Shark Tank.

Learning Objectives:

Terminal Objective:

The Shark Tank Instructional Module terminal objective is to train the essential knowledge and skills to the aspiring entrepreneur that are needed to be selected to appear and make a deal with a Shark.

Enabling Objectives:

There are 3 enabling objectives I plan for you, the Entrepreneur, to accomplish in completing the Shark Tank Instructional Model.

- The first enabling objective is for the Entrepreneur to learn to analyze the components of their Business Plan to compile key financial information to have available for the Shark Tank Presentation.
- The second enabling objective is for the Entrepreneur to understand how to make a good pitch during the Shark Tank Presentation.
- The third enabling objective is for the Entrepreneur to be able to apply the information from the Instructional Module in preparing for the Shark Tank Audition.

#### 4. Detailed Content Outline

##### A. Overview of the modules:

The course Schedule of Instructional Events will be at the beginning of the course and will serve as a table of contents for the entire course. The course will have an introduction, three weekly instructional modules and a conclusion. The introduction will include the Course Syllabus, an Objective-Assessment Alignment Matrix, introductory/supplementary reading materials, and an optional skill building activity. Each weekly instructional module will have the following: A Welcome Video, Required & Supplementary Reading, an Optional Skill Building Activity, Discussion Questions & Requirements, and a Quiz. The Conclusion will contain the Final Assessments including the Course Exam and Project. Rubrics will be incorporated for grading the course project and discussion requirements. As well, there will be a Conclusion Video & Evaluation Form at the end of the course.

##### B. Application of content to course outcomes:

**Course Introduction-**The introduction will serve as a foundation prior to beginning the three weekly course modules. The introduction will overview the instructor's background, course goals & objectives, introductory/supplementary reading materials and contain an optional skill building activity. As well the Course Introduction will contain a syllabus that will discuss in detail the Course grading requirements and other useful information about the course. The Objective-Assessment Alignment Matrix is provided to align the course content/assessments with the course objectives.

**Weekly Modules-**The content in the three weekly modules is designed to cover the three course topics: Know Your Numbers, Creating an Engaging Pitch, and Preparing for the Audition. The weekly discussions and quizzes will assess and expand upon the understanding of the weekly topic.

**Course Conclusion-** A Final Course Exam and Project will provide concluding assessments of the students understanding and skills acquired from the course, Landing An Invitation to Launch Your Business Concept on Shark Tank. Upon successfully finishing the course the student will receive a Certificate of Completion. The student will have the opportunity to evaluate the course materials and instructor at the end of the course.