

Entrepreneurship 1: Introduction

What will I do when I finish school? Can entrepreneurial thinking, tools, and skills help?

YES.

“What’s entrepreneurship about?” is the focus of this course.

Later courses include in-depth business plans, external projects, and others.

Date	Topics	Read and prepare
Day 1	Orientation and Course Introduction Who is the person in the painting?	-
Day 2	(continued) Video: Ferruccio Lamborghini	Handout: The Rich Boys
Day 3	(continued)	DUE TODAY: What differences or similarities do you see between Marc Rich and Ferruccio Lamborghini? (1 page)
Day 4	Finding Ideas Video: Oil Sands	Opportunity Recognition, Shaping, and Reshaping Receive handouts: Crowded House, Up Here Business Handout: Living in seat 9D, Up Here Business .
Day 5	(continued)	First in-class business idea exercise: Connections between What’s unavailable, what’s not done well, trends? AND Your skills, interests, experience DUE TODAY: What differences or similarities do you see between Marc Rich and Ferruccio Lamborghini? (1 page)
Day 6	(continued)	Continue and conclude the ideas exercise
Day 7	Finding Ideas (continued)	Second In-class business idea exercise: Looking at existing businesses—admired, troubled, for sale
Day 8	Understanding Your	

	Business Model and Developing Your Strategy Video: A Different Kind of Grocery	DUE TODAY: Business Idea #1 (1 page)
Day 9	Money Matters	-
Day 10	Money Stuff	Building Your Proforma Financial Statements Financing Entrepreneurial Ventures Worldwide
Day 11	Money Stuff	Raising Money for Starting and Growing Businesses Debt and Other Forms of Financing Legal and Tax Issues
Day 12	Getting Started (forming a company, Web presence, tax ids, etc)	DUE TODAY: Business Idea #2 (1 page) Begin the "Getting started" in-class exercise
Day 13	(continued)	Finish the "Getting started" in-class exercise
Day 14	Pitch Your Idea Day #1	Before class, read this: http://www.toastmasters.org/tips.htm For class, pick one of the business ideas you have developed so far. Practice a 60-second "pitch" to tell us about the idea and persuade us of its viability. We'll hear from each person in class, and each will be limited to no more than 60 seconds. Receive handouts: Guest speaker's business plan
Day 15	The Business Plan: Process & People Guest Speaker: The business owner whose plan you have	DUE TODAY: 1. For class, read at least two articles on the industry of the guest speaker. Then, based on the readings you chose, develop 3 good questions for our guest. After using these questions in class, you'll turn them in. (less than a page) 2. Critique the guest speaker's business plan (1 page)
Day 16	(continued)	Issues of process and partners
Day 17	Pitch Your Idea Day #2	For class, pick another of the business ideas you have developed so far. Practice a 60-second "pitch" to tell us about the idea and persuade us of its viability. We'll hear from each person in class, and each will be limited to no more than 60 seconds. DUE TODAY: Business Idea #3 (1 page)
Day 18	Marketing	Entrepreneurial Marketing
Day 19	Marketing	-
Day 20	Video: Start-up.com (first third) and discussion	Topics: building a founding team developing a plan while also starting up
Day 21	Video: Start-up.com	-

	and discussion	
Day 22	Video: Start-up.com and discussion	-
Day 23	Intellectual Property: protecting your ideas and work (trademarks, patents, copyrights, etc)	Begin the "Protecting ideas and work" in-class exercise
Day 24	Life as an entrepreneur	-
Day 25	Growth, Sale, Succession	-
Day 26	Video: B-29	-
Day 27	TBA	-
Day 28	Course wrap-up and review	-
-	Final Exam	DUE TODAY: Course feedback assignment

Dr. Mark Pruett
Office hours XXXXX and by appointment.
Call or stop by anytime.

Class description from the catalog

A survey of the opportunities and challenges associated with the creation and management of entrepreneurial organizations. The course focuses on the unique issues associated with starting and managing a new venture, including business planning, human resource management, marketing, legal issues, location selection, funding, buying a business, and exit strategies.

Goals:

1. Understand the basics of entrepreneurship processes
2. Strengthen habits for seeking ideas and developing opportunities
3. Practice analytical, quantitative, and persuasive skills.

Papers

All papers to be double-spaced, 1" text margins, Times Roman 12-point, no cover page.

Please proofread and spell-check your paper. Typographical errors, misspellings, and grammatical errors are not acceptable. FYI, papers done at the last minute are rather obvious. No late papers.

Grading It's simple. To pass the course, demonstrate that you understand and can apply course concepts and skills.

Preparation/participation: I will arrive on-time, prepared, awake, and ready to participate. Please respect your classmates by doing the same. Ask thoughtful questions, raise interesting points, do the readings and written assignments, and take part in in-class activities.

You start the semester with no participation points and build points by demonstrating a consistent pattern of behavior. Being unprepared for or missing a single class will not affect your participation grade, but missing several classes or showing a pattern of poor preparation will. The following is a general guide, not a strict rule, on how points will be assigned based on expected behaviors.

0/60 Poor attendance/timeliness/preparation and/or being distracted by electronics.

30/60 Inconsistent attendance/preparation or participation in discussion & exercises. Writing shows mediocre preparation, content, and editing.

40/60 Consistent attendance/preparation, regular participation in discussion and exercises. Writing shows solid preparation, content, and editing.

60/60 Consistent insight - great questions, applies and integrates concepts, helps classmates by asking them questions and providing constructive feedback when appropriate, demonstrates leadership. Writing shows outstanding preparation, content, and editing.

Grade Breakdown

Preparation/participation 60, written assignments 40

A 90 and above, B 80-89, C 70-79, D 60-69, F below 60

Some websites you'll find useful:

Key entrepreneurship sites: www.entrepreneur.com www.inc.com
www.sba.gov (the official SBA site) www.sba.org (a site with sponsored links)
www.score.org (the official SCORE site)

Some for ideas and comparisons businessesforsale.com businessbroker.net bizbuysell.com

Mainstream high-quality news sites: cbsnews.com washingtonpost.com businessweek.com

Pitches

As part of the course you will identify/develop a number of business ideas/opportunities and turn in brief papers on each. You will "pitch" two of those business ideas/opportunities to your classmates. Each pitch will explain the idea, the expected market, and why you think it will succeed, and each will be limited to 60 seconds. More information will be provided early in the semester.

The course schedule will change as the semester progresses to incorporate idea pitches and guest speakers.