

Freshman Entrepreneurship Seminar & Residential Learning Community

How do I figure out what to do? How do I find, create, and pursue my future?

How can I develop a mindset that helps me bring things to life?

What happens if I live with people who are wondering the same things?

This class is for freshman from all academic fields who might want to start a business or non-profit organization, or who want to develop an entrepreneurial mindset and skills that will help in any academic major or area of study.

Date	Topics	Read and prepare
Day 1	Residential Learning Community	Early move-in
Day 2	Meet at park	-
Day 3	First day of class Course Intro/The Nature and Significance of Entrepreneurship Why it's relevant to all majors The entrepreneurial mind, trends in entrepreneurship, generating ideas. Why be an entrepreneur (pros and cons) Generating ideas	Due: Go to the library's website and complete the research tutorial -
	Optional out-of-school entrepreneurial experience	Meet group of entrepreneurial advanced students and recent graduates
Day 4	Summer Reading and link to course and college	Due: Choose two specific ideas from the Summer Reading book that caught your attention or provoked a reaction. Doesn't matter whether you agree or disagree with them--just pick two ideas

		that stand out. What are your thoughts on those ideas? (1 page)
Day 5	Library Tour	Meet in library lobby, tour with research librarian
Day 6	Introduce project topics	Due: 1. Please bring to class a brief 1-2 paragraph description of a specific business idea you think would be fun to study. Wwe will create groups to work on several of the ideas during the semester. The idea might relate to your intended major, it might not. The idea can be in any industry, large or small and can be located anywhere--you're not limited. Your idea should be for an activity that you would enjoy studying and that you believe has the potential to be successful. Let's be creative!
Day 7	What is our role in society?	Read: Daniel Quinn's <u>Ishmael</u> Due: 1. <u>Ishmael</u> is a complex book filled with ideas. Pick one idea and and develop coherent arguments both <u>for</u> and <u>against</u> it. (1 page) 2. In 1-2 paragraphs, describe a dream or goal you have, and what specific steps you will need to take to pursue it.
Day 8	(continued)	<u>Ishmael</u> discussion (continued)
Day 9	Choose project topics and begin	Groupwork on concept, mission statement, and research plan Receive handout "Barriers to Creativity"
Day 10	Class shifted to Association of Student Entrepreneurs meeting time	-
Day 11	Keeping an Open Mind	DUE: Read the handout: "Barriers to Creativity", then discuss your own education in the context of the article. (1 page)
Day 12	Introduction to Researching Your Ideas Business Plan Basics	-
-	Optional entrepreneurial event: Downtown galleries Art Crawl	-
Day 13	Money is what makes it work... Topic: Financial planning Managing Cash Flow Creating a Good Financial Plan Sources of Financing Optional: CEO Lecture 2 pm	-
Day 14	Library research session	-
	Required on-campus event: Global Opportunities Conference,	-

Day 15	Strategic management, buying a business, and marketing Strategic Management and the Entrepreneur, Buying an Existing Business, Building a Powerful Marketing Plan, E-commerce and the Entrepreneur Choosing the Right Location	-
Day 16	Class shifted to 6 - 7:30 Required Association of Student Entrepreneurs meeting	-
Day 17	Special session Meet 7 - 9:30 pm in theater (Hint: Ind) Optional: out-of-town trip to Collegiate Entrepreneurs Organization (CEO) conference	Receive theater assignment
Day 18	Discuss theater session	Due: Theater assignment
Day 19	Growth—cash flow, systems, management development; Succession; Sale/Transfer	-
Day 20	(continued)	-
Day 21	Required: Entrepreneur Summit	Help organize and run entrepreneurial conference
Day 22	Discuss Summit	-
Day 23	Discuss O'Neal book	Due: Discuss two specific ideas from O'Neal's book <u>If Not Now, When?</u> in the context of your own education (1 page)
Day 24	A Return to Creativity: Where Next in College?	-
Day 25	TBA	
Day 26	Project Presentations	Due: Group Project Presentations in class
Day 27	Project Presentations	Discussion and review
Day 28	LAST DAY OF CLASS	-
		-

Books:

Mortenson, Greg. Three Cups of Tea (Summer Reading book)

O'Neal, Donald. If Not Now, When?

Quinn, Daniel. Ishmael

The central questions: What are entrepreneurs and what do they do? How do people and organizations become more entrepreneurial? How can I become better at finding, creating, developing, and pursuing opportunities?

We will:

study the nature and significance of entrepreneurship,
look at the basics of how to come up with ideas, how to study them, and how to bring them to life
help you develop a more entrepreneurial, creative mindset and apply your skills.

Why? Entrepreneurship is much more than the popular conception of businesspeople starting wildly successful new businesses. Developing an entrepreneurial mindset, and learning some relevant skills, can help students in practically any academic major or area of study.

This course is for freshman from all academic fields who dream of starting their own businesses or non-profit organizations. To help students make the transition from high school to college, the course provides experiences and teaches skills that will help students pursue entrepreneurial ideas in whichever majors they choose. It also introduces students to the cosmopolitan core of a university--a variety of curricular and extracurricular activities highlight the breadth and depth of experiences possible in a college education.

Note: The Course Schedule will be revised from time to time as the semester progresses.

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 and do 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.

Group business plan 40 points

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

As in the other parts of your life, don't steal it and don't fake it.

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

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