**ENTR 3002 Starting The Business**

Draft Syllabus

**Instructor:** Alex Lawrence

**Classroom:** TBD

**Office:** 371B – Miller Administration Building

**Office Hours:** TBD

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**Prerequisites:** ENTR2001

**Course Description:** Students will utilize skills learned in previous courses to develop a business model that they will validate and iterate via paying and participating customers. Budgets and spending plans will be designed to launch a business using actual dollars. Student teams will present their company at the beginning of the course as teams and will then use student startup funds to launch their business.

**Learning Objectives**: Students will

* Utilize skills learned in previous courses to continue to develop a business model
* Validate and iterate the model via paying and participating customers.
* Design budgets and spending plans o launch a business using actual dollars.
* Present the company at the beginning of the course as teams
* Launch the business

**Readings:** The required text and schedule for a 7-week course follow:

Fried, Jason. 2010. *Rework*. Crown Business.

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| **Week** | **Reading Assignment** |
| **1** | **Ch.1-2: First & Takedowns** |
| **2** | **Ch.3-4: Go & Progress** |
| **3** | **Ch.5-6: Productivity & Competitors** |
| **4** | **Ch.7-8: Evolution & Promotion** |
| **5** | **Ch.9-10: Hiring & Damage Control** |
| **6** | **Ch.11-12: Culture & Conclusion** |
| **7** | **Presentations** |
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In addition to this core text, students will watch current videos, read online articles and blogs, and also follow current news and updates.

**Grading:**

Students will be required to submit written work and do in class presentations. The breakdown for each is as follows. Final in class presentation = 200 points. Final reflective essay (5 double spaced pages maximum) = 300 points. In both the presentation and the reflective essay students will draw on their key business metrics to demonstrate an understanding of why their business was or was not a success. Reference to key theories and models will support their analysis. Grading will then be according to these guidelines:

425 - 500 points: A- to A+

350 - 424 points: B- to B+

275 - 349 points: C- to C+

200 - 274 points: D- to D+

0 - 199 points or below: F