**ENTR1001 -- Principles of Entrepreneurship -- Draft Syllabus**

**Instructor:** TBD

**Classroom:** TBD

**Office:** TBD

**Office Hours:** TBD

**Contact Information:** TBD

**Prerequisite:** None

**Course Description**: This course is required for non-business majors who wish to take the Entrepreneurship Minor. Students will explore the entrepreneurial mindset and culture that has developed in various companies and industries. They will discuss the practice and theory regarding the entrepreneurial process involved in creating and managing a new business. Students will also learn and discuss the full entrepreneurship spectrum including ideation, business model generation, customer validation, prototype development, entrepreneurial finance, online and direct marketing, initial sales, legal, partnerships, HR and more. Each topic will be taught based on applied methods using current, real-time examples of startup companies that are proven examples of success and failure.

**Learning Objectives**: Students will

* Understand the entrepreneurial mindset and culture in various companies and industries.
* Learn different approaches to entrepreneurship
* Understand the practice and theory regarding the entrepreneurial process involved in creating and managing a new business.

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

Kawasaki, Guy. *The Art of the Start*. 2004. Portfolio Hardcover.

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| **Week** | **Reading Assignment** |
| **1** | **Ch.1: The Art of Starting** |
| **2** | **Ch.2-3: The Art2 of Positioning & Pitching** |
| **3** | **Ch.4: The Art of Writing a Business Plan** |
| **4** | **Ch.5: The Art of Bootstrapping** |
| **5** | **Ch.6-7: The Art of Recruiting & Raising Capital** |
| **6** | **Ch.8-9: The Art of Partnering & Branding** |
| **7** | **Ch.10: The Art of Rainmaking** |
| **8** | **Final Exam** |

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, do in class presentations and take a final exam. The breakdown for each is as follows. Weekly written homework (two pages or less) = 80 points, or 10 points per assignment. Weekly in class presentation (3 minutes or less) = 120 points, or 15 per presentation. Final in class presentation (7 minutes or less) = 150 points. Final exam (written) = 150 points. 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