**ENTR1002 -- Introduction To Entrepreneurship -- Draft Syllabus**

**Instructor:** TBD

**Classroom:** TBD

**Office:** TBD

**Office Hours:** TBD

**Contact Information:** TBD

**Prerequisites:** ENTR1001 or BSAD2899 or ECON 2899

**Course Description:** The entrepreneurial venture creates a new technology or a new way to buy, sell, produce and distribute an existing product or service. Entrepreneurs often begin as one-person startups and can grow to become the largest and most successful companies the world has ever known. Understanding these ventures requires a different set of tools than needed to understand the traditional large firm. Successful entrepreneurs have a high sense of opportunity recognition AND problem solving. This course will identify the unique differences to traditional corporate and large scale business finance, operations, sales, marketing, HR and other company functions. Students will also begin to understand the concepts of a business model and customer development via guiding texts – Business Model Generation [BMG] and The Startup Owner’s Manual [SOM] at a much deeper level.

**Learning Objectives**: The entrepreneurial venture creates a new technology or a new way to buy, sell, produce or distribute an existing product or service. Entrepreneurs often begin as one-person startups and can grow to become the largest and most successful companies the world has ever known. Understanding these ventures requires a different set of tools than needed to understand the traditional large firm. Successful entrepreneurs have a high sense of opportunity recognition and problem solving. Students in this course will

* Identify the unique differences to traditional corporate and large scale business finance, operations, sales, marketing, HR and other startup-centric functions.
* Understand the concepts of a business model and customer development via guiding texts at a deep level.

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

* Ries, Eric. 2011. *Lean Startup: How Today’s Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses*. Crown Business.

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| **Week** | **Required Reading** |
| **1** | **Ch.1-2: Startup & Define** |
| **2** | **Ch.3-4: Learn & Experiment** |
| **3** | **Ch.5-7: Leap, Test, Experiment** |
| **4** | **Ch.8: Pivot** |
| **5** | **Ch.9-19: Batch & Grow** |
| **6** | **Ch.11-12: Innovate & Adapt** |
| **7** | **Ch.13: Waste Not** |
| **8** | **Final Exam** |

In addition to this text, students will watch current videos, read online articles and blogs, and also follow current news and updates.

**Grading:** Students will be required to do in class presentations and take a final exam. The breakdown for each is as follows. 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:

345 - 420 points: A- to A+ 269 - 344 points: B- to B+

193 - 268 points: C- to C+ 117 - 192 points: D- to D+

0 - 116 points or below: F