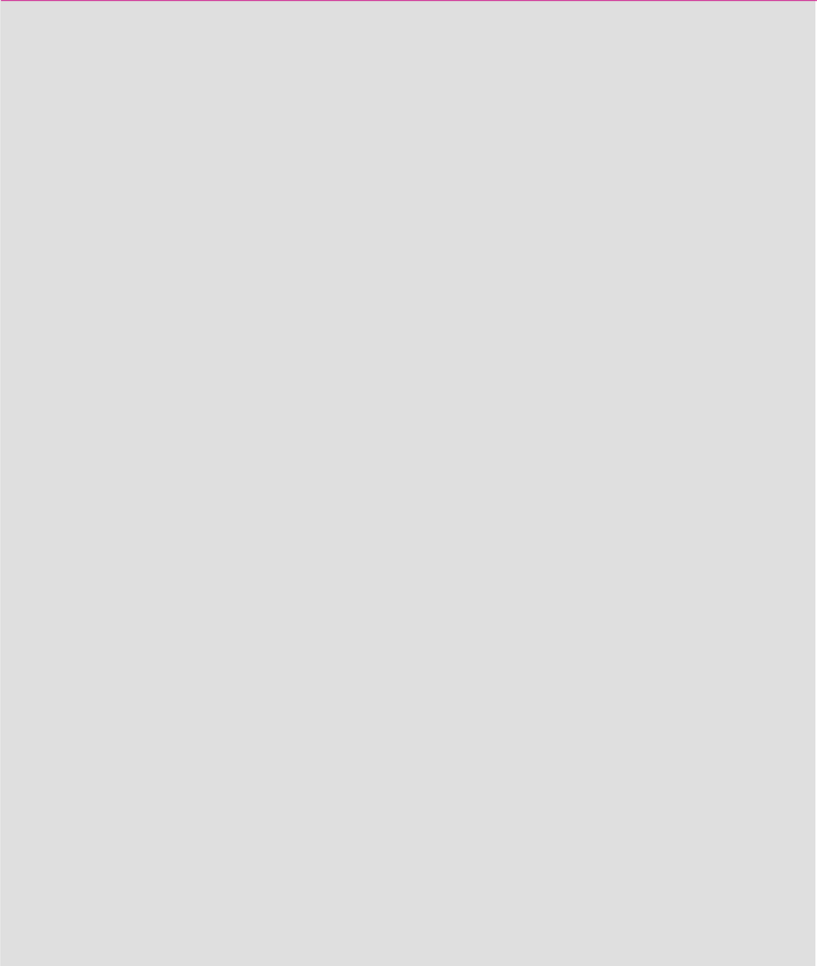


ENTREPRENEURSHIP



Entrepreneurship

Course Description:

This course is designed to introduce students to the principles and practices of entrepreneurship. Topics covered will include opportunity recognition, business planning, funding and financing, marketing and sales, and growth and scaling. Through a combination of lectures, case studies, and hands-on projects, students will develop the skills and knowledge needed to start and grow a successful business.

Course Goals:

- Understand the principles and practices of entrepreneurship
- Develop the skills to identify and evaluate business opportunities
- Learn how to develop and implement a business plan
- Gain insights into the funding and financing options available to entrepreneurs
- Understand the principles of marketing and sales and how to apply them in a business context
- Learn about the challenges and opportunities of growth and scaling in entrepreneurship

Course Outline:

Week 1: Introduction to Entrepreneurship

1. Overview of entrepreneurship and the entrepreneurial mindset
2. The role of entrepreneurship in the economy
3. The importance of innovation and creativity in entrepreneurship

Week 2: Opportunity Recognition and Evaluation

1. Identifying and evaluating business opportunities
2. Conducting market research and analyzing the competitive landscape
3. Developing a value proposition

Week 3: Business Planning

1. Developing a business plan

2. Understanding financial statements and financial planning
3. Developing a go-to-market strategy

Week 4: Funding and Financing

1. Sources of funding and financing for entrepreneurs
2. Understanding venture capital and angel investing
3. Preparing a pitch and presenting to investors

Week 5: Marketing and Sales

1. Understanding the principles of marketing and sales
2. Developing a marketing plan and executing a marketing campaign
3. Building a sales team and managing a sales pipeline

Week 6: Growth and Scaling

1. The challenges and opportunities of growth and scaling
2. Strategies for managing growth and scaling a business
3. Exit strategies and preparing for a successful exit

Assessment and Evaluation:

- Participation and Attendance: 10%
- Homework Assignments: 30%
- Midterm Exam: 20%
- Final Exam: 40%

Required Readings:

1. [The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses by Eric Ries](#)
2. [Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers by Alexander Osterwalder and Yves Pigneur](#)
3. [The Art of Possibility: Transforming Professional and Personal Life by Rosamund Stone Zander and Benjamin Zander](#)
4. [The Startup Owner's Manual: The Step-by-Step Guide for Building a Great Company by Steve Blank and Bob Dorf](#)
5. [The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail by Clayton M. Christensen](#)

6. [The E-Myth Revisited: Why Most Small Businesses Don't Work and What to Do About It by Michael E. Gerber](#)
7. [Crossing the Chasm: Marketing and Selling High-Tech Products to Mainstream Customers by Geoffrey A. Moore](#)

Course Assignments:

1. Identify and evaluate a business opportunity and develop a value proposition
2. Develop a business plan and financial forecast for a new venture
3. Create a marketing plan and execute a marketing campaign
4. Pitch a business idea to a panel of investors

Classroom Policies:

- Attendance and participation are expected in every class.
- Late homework assignments will not be accepted without prior approval from the instructor. If you have an emergency or an unexpected situation that prevents you from completing an assignment on time, please contact the instructor as soon as possible.
- Academic dishonesty, including plagiarism and cheating, will not be tolerated and will result in a failing grade for the course. It is the responsibility of each student to ensure that their work is original and properly cited.
- Students are expected to treat each other and the instructor with respect and professionalism. Inappropriate behavior, including harassment and discrimination, will not be tolerated and may result in disciplinary action.
- Accommodations for students with disabilities are available through the Disability Services Office.

Course Resources:

- Online resources, including articles, videos, and tutorials, will be assigned throughout the course.
- Guest speakers from industry and academia will be invited to share their insights and experiences in entrepreneurship.
- The course website will include links to entrepreneurship resources and tools, such as startup accelerators, incubators, and co-working spaces.

- The instructor will provide feedback and guidance on homework assignments and other course projects.
- The course syllabus and other relevant course materials will be posted on the course website.