



INSTRUCTOR INFORMATION

COURSE OVERVIEW



Have you ever wondered what it would be like to own your own business?



Are you sold on being an entrepreneur but need help organizing your thoughts and ideas into a business?



Do you see posts on Social Media praising the entrepreneurship lifestyle and wonder if it might be a good fit for you?



Are you curious about entrepreneurship, but not yet convinced that it's the right path for you?

Whether you are a budding entrepreneur interested in owning your own business or a seasoned entrepreneur who has already started a company, Entrepreneurship is the class for you to help you elevate your ideas and prepare yourself for success.

Entrepreneurship is a lifestyle, and this course will guide you from the conceptualization of a business idea, through the process of evaluating the performance and success of your company, and everything in between. This course covers the basics for business owners at multiple stages, and includes concepts such as business formulation, marketing and sales, customer-centric mindsets, and expanding your team.





LEARNING OBJECTIVES HIGHLIGHTS

- Understand the decisions and demands involved in running your own business
- Apply best practices of selecting a solution and building a brand
- Explain monetary implications of decisions made as an entrepreneur

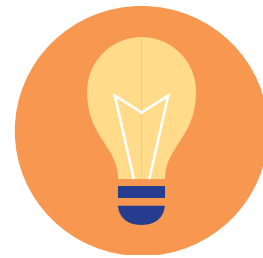
COURSE REQUIRED MATERIALS



Entrepreneurship Courseware



Simulation



Creativity!

CHAPTER LIST & LEARNING OBJECTIVES OVERVIEW

- 1 DEVELOPING THE ENTREPRENEURSHIP MINDSET**
Explore the ideation process, common entrepreneurship myths, and self-reflection needed to be an entrepreneur.
- 2 UNDERSTANDING START-UP DECISIONS**
Establish a business by solving a need or want within the marketplace and understand how entrepreneurs select an offering and target audience for their business.
- 3 BUILDING A BRAND**
Identify essential components of a brand's identity and voice, craft company statements, and select a business name, colors, and logo.
- 4 LEGITIMIZING YOUR BUSINESS**
Explore legal options for protecting your business and mitigating risk.



5 BUILDING VALUE WITHIN A BRAND

Understand how to create a business that is customer-centric and offers value to both internal and external stakeholders.

6 MARKETING AND SELLING YOUR BRAND

Articulate the value of a business through the sales process utilizing online and offline marketing channels.

7 MANAGING THE BUSINESS OF YOUR BRAND

Apply management tactics to build a team and establish a company culture.

8 MANAGING YOUR BUSINESS' FINANCES

Practice managing the financial aspects of owning a business.

9 EXPANDING YOUR BUSINESS

Weight the decisions and implications associated with business growth.

10 ANALYZING BUSINESS SUCCESS

Apply and practice evaluation techniques and analyze metrics of business success.

ASSIGNMENTS



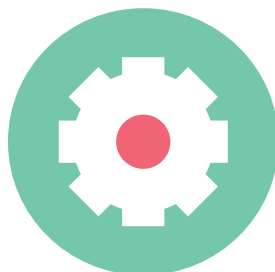
**Chapter Reading
& Quizzes**



**Jasmine Abrams
Worksheets**



**Brainstorming
Journal Responses**



**Creating Your
Business! Project**



**10-round
Simulation***



GRADE BREAKDOWN

CATEGORY	FREQUENCY	POINTS	% OF GRADE
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POINTS	PERCENTAGES	LETTER GRADE
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JASMINE ABRAMS WORKSHEETS

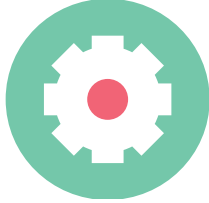
Throughout the course, students follow Jasmine Abram's entrepreneurial journey and help her make decisions for her business. This exercise allows students to practice the concepts used in each chapter and make recommendations for someone faced with the tough decisions of entrepreneurship. By participating in building an emerging business alongside Jasmine, students will apply research, critical thinking, and practical analysis/recommendation skills they can leverage as business owners or employees after the course.





BRAINSTORMING JOURNAL PROMPTS & RESPONSES

Entrepreneurship requires self-reflection and strategic planning. The brainstorming journal prompts and responses allow students to process the information in the chapter and envision how they might apply the concepts to their own business.



CREATING YOUR BUSINESS! PROJECT

Many students in entrepreneurship courses either have the desire to start a business, are considering starting a business, or have already started a business. The project allows students to explore entrepreneurship first-hand by researching, ideating, and making business decisions for a company. This project serves to help students assess if entrepreneurship is right for them, or help them progress in their entrepreneurship goals.



EXPERT SESSIONS

Entrepreneurship offers expert sessions from real entrepreneurs on topics including (but not limited to) starting a business as a college student, building public relations strategies, sales approaches as a small business, and managing customer relationships. These expert sessions can be used within the class to supplement lectures, enhance class preparation work, or provide resources for students as they embark on their own entrepreneurship journeys. Successful entrepreneurs don't simply learn the information--by applying what they learn from the exercises provided in this courseware AND from the personal experiences of other entrepreneurs, students can truly immerse themselves in entrepreneurship throughout the course.



SIMULATION

In Mimic Entrepreneurship, students travel back in time to when Buhi Supply Co. first started doing business– and this time, THEY are the founding entrepreneurs! In this 10-round simulation, students compete to see who can make Buhi the successful backpack and bag retailer that it is today. As they collect marketing research, place orders for inventory, find distribution, and more, students get first-hand experience with the decision-



making, risk-taking, day-to-day operations of entrepreneurship. Designed to integrate seamlessly with the Entrepreneurship Courseware, Mimic Entrepreneurship incorporates both theory and practice to encourage learning at multiple levels—learning that will resonate with all students regardless of where they find themselves on the entrepreneurial journey.

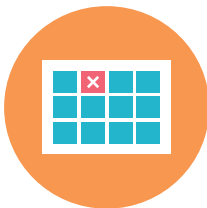


RESOURCES LIST

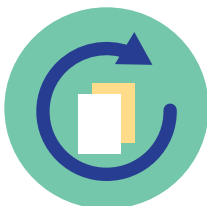
Throughout the course, various resources are referenced within the chapter text and slides. You will find resources in the Courseware by chapter and for the class as a whole. Please feel free to reference these resources in your answers to the assignments or your personal entrepreneurship endeavors.



LATE ASSIGNMENT POLICY



ATTENDANCE POLICY



RETENTION OF COURSEWORK





ADDITIONAL INFORMATION



COURSE SCHEDULE (16 WEEK COURSE)

DATES	TOPIC & ASSIGNMENTS	READING
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Week 1

Week 2

Week 3

Week 4

Week 5

Week 6

Week 7

Week 8



Week 9

Week 10

Week 11

Week 12

Week 13

Week 14

Week 15

Week 16

