

COURSE OUTLINE

DISCIPLINE: Entrepreneurship

1. COURSE IDENTIFICATION: ENTRE 104

2. COURSE TITLE: Entrepreneurship Basics

3. TOTAL UNITS: 3

Lecture Hours: Normal: 54 Range: 48-54

Outside-of-Class Hours: Normal: 108 Range: 96-108

4. GRADING:

- a. Letter Grade (Credit)
- b. Pass/No Pass (Non-Credit)

5. NUMBER OF TIMES A COURSE MAY BE TAKEN:

- a. Once (Credit)
- b. Unlimited (Non-Credit)

6. REQUIRED AND/OR RECOMMENDED BACKGROUND:

Prerequisite(s): None

Corequisite(s): None

Advisory: None

Advisory - Concurrent Enrollment: None

Advisory - Prior Enrollment: None

7. CATALOG DESCRIPTION: Entrepreneurship has been described as the capacity and willingness to develop, organize and manage a business venture along with any of its risks in order to make a profit. This course will expose students to the basics of entrepreneurship, including design thinking, customer assessment, and problem solving. Additionally, students will focus on lean market strategies for testing product/service validity.

8. CONTENT

- a. The Cycle of Design Thinking
 - i. Understand
 1. Empathize - problem solving
 2. Adding value
 - ii. Explore
 1. Collaborate and brainstorm
 2. Products and services
 - iii. Bring to market
 1. Test - learn
 2. Implement
- b. Creativity and Innovation
 - i. Breakthrough and incremental innovation

- ii. Continuous improvement vs breakthrough idea
- c. Lean Market Validation
 - i. Consumer behavior
 - 1. Market assumptions
 - ii. Product concept development
 - iii. Information development through networking
 - iv. Definition of Value Proposition
 - 1. Validate the problem
 - 2. Validate the target market
 - 3. Validate the product
 - 4. Validate willingness to pay
- d. Minimum Viable Solution
 - i. Defining Customer Needs
 - 1. B2C, B2B, C2C
 - 2. Adding value
 - 3. Customer surveys: Know the problem before creating a solution
- e. Problem Solving
 - i. Using design thinking as a problem-solving tool
 - ii. Root cause analysis

9. OBJECTIVES:

- a. Use design thinking to assess critical problems
- b. Identify and manage customer needs
- c. Identify and test market assumptions for a business idea.
- d. Create a value proposition for a business
- e. Design sound solutions

10. METHODS OF INSTRUCTION - May include any of the following:

- a. Lecture
- b. Guest speakers
- c. Internet instruction
- d. Collaborative group work
- e. Web-based presentations
- f. Outside research
- g. Small group or directed class discussions
- h. Student-instructor conferences
- i. Study groups
- j. Audio visual presentations
- k. Field trips

11. OUT-OF-CLASS ASSIGNMENTS - May include any of the following:

- a. **READING:** Students will read course materials pertaining to design thinking and prepare for in class discussion.

- b. **WRITING:** Students will prepare an essay after reading articles from the professional literature. Topic shall be an entrepreneurial development world-wide. Sources shall be cited.
- c. **CRITICAL THINKING:** Students will critique issues with a supply chain strategy to solve problems and improve efficiency.

12. METHODS OF EVALUATION – May include any of the following:

- a. Grading scale specified in the course syllabus
- b. Analytical projects
- c. Application of knowledge/skill
- d. Class presentations
- e. Completion of homework assignments
- f. Creative projects
- g. Demonstrated ability
- h. Essay exams
- i. Essays
- j. Group projects
- k. Journals
- l. Notebooks
- m. Oral reports
- n. Participation in classroom discussion
- o. Portfolios
- p. Problem sets
- q. Research papers
- r. Research projects
- s. Simulations
- t. Written essays, reports

13. RECOMMENDED TEXTS AND SUPPORTING REFERENCES:

Reis, Eric. *The Lean Startup: How Today's Entrepreneurs Use continuous Innovation to Create Radically Successful Businesses*. Currency, 2011.