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### **Course description:**

Entrepreneurship is a one-credit course designed to provide students with skills needed to effectively organize, develop, create, and manage a business. This course includes business management and entrepreneurship, communication and interpersonal skills, economics, and professional development foundations.

Instructional strategies may include the development of a business plan, a school-based enterprise, computer and technology applications, real and simulated occupational experiences, or projects related to business ownership.

Career and technical student organizations are integral, co-curricular components of each career and technical education course. These organizations serve as a means to enhance classroom instruction while helping students develop leadership abilities, expand workplace-readiness skills, and broaden opportunities for personal and professional growth.

### **Aims of the course:**

Learn how to turn a core technology or idea into a software product which delights users, succeeds in the marketplace and becomes a profitable business. We will study many examples of product and company successes and failures along the way.

### **Intended Learning Outcomes: (ILOs)**

1. Background on how to create and/or work in a software-based start-up company or social enterprise
2. Creative thinking for generating novel business ideas
3. Develop a business concept as well as the technical processes to make it work
4. Identify major business and technical challenges in business venture
5. Formulate strategies for entry, competition, operation, and exit of new ventures
6. Define and develop software prototype for the initial phase of the venture
7. Plan commercialization of the software

**Course structures:**

Week	Credit Hours	ILOs	Topics	Teaching Procedure	Assessment methods
1&2	3	1	Beginnings Introductions	Presentation methods and techniques, Sources of information and Instructional Aids	Diagnostic tests to identify the students level and areas of weakness Formal (stage) evaluation a) Class Participation b) Ist Exam c) 2nd Exam d) Activity file
3&4	3	1	Basic Concepts Team Creation / Customer Definition Forecasting & Strategy	Presentation methods and techniques, Sources of information and Instructional Aids	Diagnostic tests to identify the students level and areas of weakness Formal (stage) evaluation a) Class Participation b) Ist Exam c) 2nd Exam d) Activity file
4&5	3	2,3	Basic Concepts II Basic Financials for Entrepreneurs Lean Startup - Customer Validation	Presentation methods and techniques, Sources of information and Instructional Aids	Diagnostic tests to identify the students level and areas of weakness Formal (stage) evaluation a) Class Participation b) Ist Exam c) 2nd Exam d) Activity file
5&6	3	4	Startup Capital <i>Dan Voetmann,</i> <i>Destination Marketing</i>	Presentation methods and techniques, Sources of information and Instructional Aids	Diagnostic tests to identify the students level and areas of weakness Formal (stage) evaluation a) Class Participation b) Ist Exam c) 2nd Exam d) Activity file
6&7	3	5	The Lean Startup I & II Umit Gokce, Founder, UBG	Presentation methods and techniques, Sources of information and Instructional Aids	Diagnostic tests to identify the students level and areas of weakness Formal (stage) evaluation a) Class Participation b) Ist Exam c) 2nd Exam d) Activity file
7,8&9	3	6	Patrick Santos, Lee & Hayes, Intellectual Prop. Student Fishbowls – Feedback & Critique	Presentation methods and techniques, Sources of information and Instructional Aids	Diagnostic tests to identify the students level and areas of weakness Formal (stage) evaluation a) Class Participation b) Ist Exam c) 2nd Exam d) Activity file
10, 11&12		7	Science & Technology Startup Panel Startup Corporate Law for Software Companies	Presentation methods and techniques, Sources of information and	Diagnostic tests to identify the students level and areas of weakness Formal (stage) evaluation a) Class Participation b) Ist Exam

				Instructional Aids	c) 2nd Exam d) Activity fil
13,14&15		7	Sales & Business Development Final Tips for the Final Deliverables	Presentation methods and techniques, Sources of information and Instructional Aids	Diagnostic tests to identify the students level and areas of weakness Formal (stage) evaluation a) Class Participation b) Ist Exam c) 2nd Exam d) Activity fil

### References:

Text Book:

Kawasaki, Guy. The Art of the Start: The Time-Tested, Battle-Hardened Guide for Anyone Starting Anything. New York: Portfolio, 2004. (Required)

Leong, A., Jacroux, R., Fletcher, G. Introduction to Writing a Business Plan for the Software Entrepreneur. Carnation, WA: Koyoti LLC, 2012. (Required – Free eBook for Download)

Bangs, David. A Crash Course on Financial Statements for Small Business Owners. Madison, WI: Entrepreneur Press, 2010. (Optional)

Ries, Eric. The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses. New York: Crown Business, 2011.

### Assessment Methods:

Methods	Grade	Date
First Exam	20%	
Second Exam	20%	
Assignments (Reports /Quizzes/ Seminar / Tutorials ....)	10%	
Final Examination	50%	

