

# Course Overview

# Our approach for the course

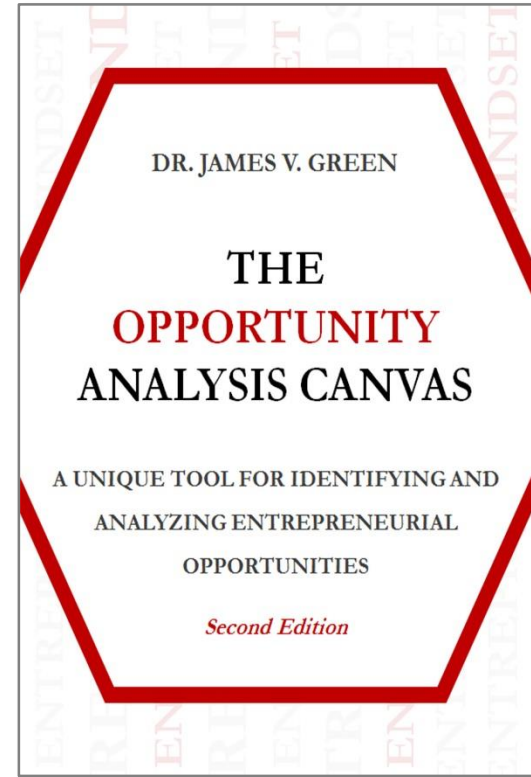
1. Explore how to identify and develop great ideas into great companies
2. Examine how to identify opportunities based on real customer needs
3. Discuss methods for developing solid business models for the creation of successful companies

# Our schedule and format

- Six week session with 5 to 10 lectures per week
  - You can view the recorded video lectures and online material whenever you have time available, regardless of your time zone
- Weekly assignments
  - Assists students in managing the overall workload and successfully completing the course
  - Feel free to work ahead and submit early
- Online discussion boards are available
  - Structured by business interests areas, cities/regions of interest, etc.

# Our recommended book

- “The Opportunity Analysis Canvas: Second Edition”
- Available as a \$4.99 ebook from the links on the syllabus
- Serves as a guide for the course and the weekly assignments
- Provides added insights and background beyond our video lectures



# Summary