

Entrepreneurship Course

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Activity report

Abstract—This paper presents the activities regarding the Entrepreneurship Course available in the online program from Coursera. This activity discuss the first steps in Entrepreneurship in order to create innovated ideas, so it can be possible to gain a competitive advantage over competitors.

This activity was composed in video lectures, where the main topics of the course were discussed, weekly assignments and surveys to evaluate both the subjects discussed and the functioning of the course.

Index Terms—Entrepreneurship, Course, Business, Market, Lectures, Assignments.

1 INTRODUCTION

had a good starting why purpose?
In each semester, it is proposed to realize an activity in order to enhance a different set of skills from the ones that are acquired in the academic route.

The main purpose for the realization of this activity is since the academic route is reaching its end, it important to understand how the enterprise market functions and how is possible to develop great ideas that can be integrated to a company, in order to gain advantage over its competitors.

The course was offered by the university of Maryland [1], using the Coursera [2] program. It had the duration of six weeks, and required 5 to 7 hours of study. The course was lectured by Dr. James V. Green [3], who leads the education activities of Maryland Technology Enterprise Institute as the Director of Entrepreneurship Education at the university of Maryland.

The main approach for the course was to explore how to identify and develop great ideas into great companies so it was possible to gain a competitive advantage over competitors. Another focus of the course was to examine how to identify opportunities based on real

customer needs and to discuss methods for developing solid business models, since is important for the creation of successful companies.

The course consisted in video lectures, where the different topics were presented and discussed such as Industry Structure or Value Innovation. The evaluation consisted in weekly assignments, where the knowledge acquired in the lectures were applied.

In the following sections, the topics discussed in the lectures (section 2) and the evaluation (section 3) will be presented.

2 LECTURES

The course lectures were presented in form of video, where the lecture were 30 minutes long and divided in 2 parts: the introduction of the concepts and discussion.

~~In~~ In the first half of the video, introduce some important concepts in Entrepreneurship, such as the different types of innovation and explore the real market needs. The concepts introduced were important to create a successful company or to create innovative ideas to incorporate into the company. These innovative ideas are not directly related to the products or services offered to costumers, but it can be also applied to the internal point of view of the company, such as a new design process of a product offered.

The second half of the lecture consisted in a discussion about the topics presented previ-

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(1.0) Excelent	ACTIVITY					DOCUMENT						
	Objectives x2	Options x1	Execution x4	S+C x1	SCORE	Structure x0.25	Ortogr. x0.25	Gramm. x0.25	Format x0.25	Title x0.5	Filename x0.5	SCORE
(0.8) Very Good												
(0.6) Good												
(0.4) Fair												
(0.2) Weak												
	1.8	0.8	3.6	0.6	6.8	0.25	0.20	0.20	0.25	0.5	0.5	1.9

ously. This discussion consisted in video excerpts of an lecture taken in the university of Maryland [1], where it was presented various cases of the application of the concepts introduced. The presented cases report both successful and unsuccessful actions taken from various companies, where the students in the class would identify and evaluate the effects of those actions on that company.

At the end of the lecture, an overview of the topics and concepts taught in the lecture was presented, where the importance of those topics was reaffirmed.

3 WEEKLY ASSIGNMENTS

During the course, there were available weekly assignments in order to evaluate the knowledge acquired during the week's lectures.

The assignments were composed by multiple choice, true-false, and short answer responses, where each student can submit up to 3 times his answers in order to be reviewed. The questions in the assignment, were related to the topics discussed in the lectures, where were included questions both about the topics introduced and the discussions of the business cases taken in the lectures.

After each submission, a grade is attributed, where it is possible to view the respective grade in each question answered. From there, it was possible to correct the answer given, in order to obtain a higher grade.

In the last assignment, it was proposed to evaluate a business plan, from a link available in assignment, where it was asked to comment about the completeness of the company summary, which includes concepts such as the mission of the company and described the types of products or services offered. It was also asked to evaluate the market segmentation, the financial plan given from the current industry analysis available. An evaluation for the marketing and sales strategy was asked, where it should state how the sales strategy aligns with the target market segments and if the pricing strategy is logical for the customers needs targeted.

At the end of the assignment, it was asked if as an investor it was reasonable to invest in the

plan purposed and to comment on the decision given.

The assignments were a strong complement to the lectures, where it was possible to evaluate the knowledge acquired in a practical way, rather than only doing a written exam at the end of the course, it was a consistent complement to the topics given.

3.1 Surveys

Additionally there were available 2 surveys, at the beginning and the end of the course respectively, where it was possible to give feedback to the teachers about the course's running and evaluate some psychological aspects of the students. The psychological aspects evaluated in the questions available were related to the problem solving abilities of the students given specific scenarios.

A grade was attributed to the answers given in the survey, however the answers could only be submitted once.

The surveys allow to evaluate the students mindset before and after the realization of the course regrading problem solving and decision making, which are abilities that entrepreneurs must own.

4 CONCLUSION

The course worked on a different approach to what is given on other universities, focussing on the practical side of entrepreneurship and seeking ideas and opportunities in order to gain advantage over competitors.

The introduction of business cases during the lecture were a interesting complement, were it was possible to learn from actions of others, being either successful or unsuccessful.

ACKNOWLEDGMENTS

Would like to thank Dr. James V. Green, for lecturing the course and bringing a different perspective to a entrepreneurship course, which made the course more enjoyable to attend.

In this type of document, our lesson start by summarizing the subject and goals and then discuss the results.

Which course?

THIS is not a ROMANCE!

REFERENCES

- [1] Link to university of maryland's homepage
<http://www.umd.edu/> (2014)
- [2] Link to course homepage
<https://www.coursera.org/course/innovativeideas> (2014)
- [3] Link to James V. Green homepage
<https://www.coursera.org/instructor/jvgreen> (2014)



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APPENDIX

STATEMENTS OF EXECUTION

State of Accomplishment of the course realized.



APRIL 23, 2014

Statement of Accomplishment

WITH DISTINCTION

**GONÇALO ANDRÉ
RODRIGUES SUISSAS**

HAS SUCCESSFULLY COMPLETED THE UNIVERSITY OF MARYLAND, COLLEGE PARK'S ONLINE
OFFERING OF



Developing Innovative Ideas for New Companies: The First Step in Entrepreneurship

This course explores how to identify and evaluate opportunities based on real customer needs, develop solid business models, and create successful companies.



DR. JAMES V. GREEN
MARYLAND TECHNOLOGY ENTERPRISE INSTITUTE
UNIVERSITY OF MARYLAND

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