

# Entrepreneurship and Innovation Course Syllabus

## Description of Course:

This course provides students with the tools and knowledge necessary to start and grow a successful business. Topics include idea generation, business planning, and innovative thinking.

## Instructor and Contact Information:

Dr. Alex Johnson

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## Course Goals & Objectives:

The course aims to inspire students to think creatively and develop entrepreneurial skills, enabling them to launch and manage their own ventures.

## Expected Learning Outcomes:

- Mastery of business planning and development
- Ability to generate and evaluate innovative ideas
- Competence in creating and presenting a business pitch

## Assignments and Due Dates

Week	Topic	Assignments/Activities
Week 1	Introduction to Entrepreneurship	Discussion Post due 1/11
Week 2	Business Idea Generation	Submit Business Idea due 1/18

Week 3	Market Research	Submit Market Analysis due 1/25
Week 4	Business Planning	Submit Business Plan Draft due 2/1
Week 5	Pitching Your Idea	Submit Final Business Pitch due 2/8