



Intro to Tech-Entrepreneurship Syllabus **Tuesdays and Thursdays, 11am-3:30pm**

Instructors: Jose Ortiz

Office/Class Location: 444 Thomas S. Boyland Street, Brooklyn, NY 11212

Instructors' Contact: joselevelsup@gmail.com

Introduction:

Welcome to the Intro to Tech-Entrepreneurship program brought to you by the The Knowledge House and Brownsville Community Justice Center. In the next 8 weeks you will learn how to create websites using the computer languages HTML and CSS.

Each week you will be given a wealth of resources and instruction that will aid you in learning what is available within the technology economic sector by gaining transferable skill sets that will guide you as you build websites and working in teams.

How to use this tool:

- Have this syllabus open on a tab at all times to follow the schedule and easily access links and documents. This document will be accessible as view-only. It will be updated regularly.
- Click on each date in the syllabus to link to that week's folder of presentations, articles, etc.
- In the day's agenda look out for links to tutorials and exercises and links to Google hangouts.
- The full agenda and links for that week will be updated and active in this document the week prior.
- Some links will take you directly to an activity or survey. Each day ends with a feedback form for you to complete.
- The work will be challenging, but keep up with it and don't give up. There will be random rewards, surprises and goodies throughout the program to keep you motivated!

Special thanks to our content partners Code Crew, Bronx Digital Meetup and GrantAnswers.

Any questions? Email tmitchell@theknowledgehouse.org.

Enjoy and let's build!

The Knowledge House Team



Tuesday, May 3, 2016

- 11:00am-11:40am: Introductions
 - Jose Ortiz, [The Knowledge House](#)
 - Overview of Syllabus
 - Coded Projects Demo
 - [Survey here](#)
- 11:40am-12:15pm: Creating Gmail accounts and Google best practices
 - Inbox management
 - Google Drive Apps: Docs, Spreadsheets, Presentations, Forms
 - Creating meeting invites and viewing Google Calendar
 - Starting and joining Google Hangouts
 - Communicating via email
- 12:15pm-1:15pm: Session -- [Intro to the Web](#)
- 1:15pm-2:30pm: Practice -- [Dash Project 1](#)
- 2:30pm-3:00pm: [Career Roadmap](#), Closing, and [Survey here](#)

Thursday, May 5, 2016

- 11:00am-11:30am: [Intro to HTML](#)
- 11:30am-12:30pm: Complete [Dash Project 2](#)
- 12:30pm-1:45pm: Trivia Game: Get comfortable with HTML and CSS
- 11:45pm-1:00pm: Intro to Sublime and
 - [Download Sublime](#) and complete tutorial
 - Hello World
- 1:00pm-1:45pm: Introduction to [GitHub](#)
- 1:45pm-2:45pm: Push projects to GitHub and Review Projects
- 2:45pm-3:30pm: Flex Period/[Survey here](#)

Tuesday, May 10, 2016

- 11:00am-11:15am: Review of “Hello World” code and example site
- 11:15am-11:30am: Build your first website
- 11:30am-1:00pm: Build your first website
 - Feedback and rebuild
- 1:00pm-2:00pm: Push projects to GitHub and Review Pitching
- 2:00-3:00pm: Review Projects and Feedback
- 3:00-3:30pm: Flex Period/[Survey here](#)



Thursday, May 12, 2016

- 11:00am-12:30pm: Exercise -- Hack a website
- 12:30pm-1:45pm: Practice -- Building web pages with HTML/CSS
- 1:45pm-2:00pm: [HTML Quiz](#)
- 2:00pm-2:15pm: Review Quiz
- 2:15pm-2:45pm: Question and Answers
- 2:45pm-3:15pm: Final Project Ideation
- 3:15pm-3:30pm: Flex Period/[Survey here](#)

Tuesday, May 17, 2016

- 11:00am-12:30pm: Ideation group work
 - Each participant crafts idea for their final project.
 - Each participant shares out business idea; gets input from each peer.
- 12:00pm-2:00pm: Lean Startup Part 1
 - What are startups?
 - Lean Methodology
 - MVPs
 - Build-Measure-Learn
 - Hypothesis testing
- 2:00-3:00pm: Review projects
- 3:00pm-3:30pm: Flex Period/[Survey here](#)

Thursday, May 19, 2016

- 11:00am-11:45am: Activity -- Review first day's ice breaker activity and create relevant hello world site
- 10:45am-11:30am: Implementing design with HTML and CSS
- 11:30am-1:00pm: Polishing Website
- 1:00pm-3:00pm: Revisit Final Project Ideas
 - Share ideas
 - Select final ideas
- 3:00pm-3:30pm: Flex Period/[Survey here](#)

Tuesday, May 24, 2016

- 10:00am-10:45am: Discussion -- Traditional business vs. the startup culture
- 10:45am-12:45pm: Lean Startup part 2: Business Model Canvas- Value Proposition and Customer Segments; Product Market Fit
- 12:45pm-2:00pm: Independent Practice – Key Channels, Key Resources, Key Partners, Revenue Model, Cost Structure
- 2:00pm-3:00pm: [Survey here](#); lunch & review projects



Thursday, May 26, 2016

- 11:00am-11:30am: Review of Hello World code
- 11:30am-12:00pm: Introduce Bootstrap
- 12:00am-1:00pm: Exercise: Add responsive features to Hello World website
- 1:00pm-3:00pm: Share with the class
 - Receive Feedback from classmates and instructor
- 3:00pm-3:30pm: Flex Period/[Survey here](#)

Tuesday, May 31, 2016

- 11:00am-12:30pm: Installing [Bootstrap](#)
 - Learn how to navigate the docs
 - Understanding mobile first design
- 12:30pm-2:00pm: Intro to Elevator Pitches
 - Examples of elevator pitches: [example 1](#), [example 2](#), [example 3](#)
 - Independent Practice: Writing your elevator pitch
- 2:00pm-3:00pm: Construct elevator pitch for one of your final project ideas
- 3:00pm-3:30pm: Q & A/[Survey here](#)

Thursday, June 2, 2016

- 11:00am-12:00pm: [Bootstrap Components](#)
 - Integrating Classes
 - Understanding how to invoke navbars, forms, slides from Bootstrap
 - The art of Google Search and other resources: [stackoverflow](#), [Foundation](#)
- 12:00pm-1:30pm: Build with new components
- 1:30pm-3:00pm: Flex Period/[Survey here](#)
- 10:00am-12:00pm: Lean Startup part 3: Fill out Business Model Canvas for your idea + Share out
- 12:00pm-2:00pm: Intro to Elevator Pitches
 - Examples of elevator pitches: [example 1](#), [example 2](#), [example 3](#)
 - Independent Practice: Writing your elevator pitch
- 2:00pm-3:00pm: Recap, light pitch practice, [Survey here](#) and Lunch

Tuesday, June 7, 2016

- 11:00am-12:00pm: Job Search
 - Where to find tech jobs: [New York Tech Meetup](#)
 - Join job search platforms
 - LiquidTalent
- 12:00pm-1:00pm: Review and learn vocab used on job
 - Practice pitch
- 1:00pm-3:00pm: Building Time
 - Finishing Final Projects
- 3:00pm-3:30pm: Flex Period/[Survey here](#)



Thursday, June 9, 2016

- 11:00am-12:00pm: Presentation Pitching of Project Ideas
- 12:00pm-12:45pm: [Pick Teams](#) and Flesh out Projects
- 12:45pm-2:30pm: Building Time
 - Begin programming final projects
 - Flex Period/[Survey here](#)
- 2:30pm-3:00pm: Share with Instructor and Classmates
- 3:00pm-3:30pm: Flex Period/[Survey here](#)

Tuesday, June 14, 2016

- 11:00am-1:00pm: Building Time
- 1:00-1:30pm: Pitching Review and Create Pitch for Final Idea (Rough Draft)
- 1:30pm-3:00pm: Building Time
- 3:00pm-3:30pm: Q&As, [Survey here](#)

Thursday, June 16, 2016

- 11:00am-1:00pm: Building Time
- 1:00-1:30pm: Pitching Review and Create Pitch for Final Idea Pt. 2 (Finalize)
- 1:30pm-3:00pm: Building Time
- 3:00pm-3:30pm: Q&As, [Survey here](#)

Tuesday, June 21, 2016

- 11:00am-12:00pm: Pitch to class
 - Feedback from peers pt. 2
 - Feedback from instructor pt. 2
- 12:00pm-1:00pm: Building Time
- 1:00-1:30pm: Discussion -- What's professional & unprofessional online? [Forbes article](#)
- 1:30pm-2:15pm: Activity -- Review professional bios/content
- 2:15pm-2:45pm: Independent Practice -- Write online bio
- 2:45pm-3:00pm: E-mail communication: [article](#)
- 3:00-3:30pm: Work on Final Project, Solidify Pitches, [Survey here](#)

Thursday, June 23, 2016

- 11:00am-12:00pm: Finishing Touches: Final Project and Pitches
 - Push to GitHub
- 12:00pm-1:00pm: Showcase
- 1:00-2:00pm: [Career Roadmap](#)
- 2:00-3:00pm: What to Do After Program
- 3:00-3:30pm: [Survey here](#) and [Exit Survey](#)