

Class #	Date		Time slot allocation	Speaker	Lecture	Contents
1	12-Jan	14-Jan	Lecture 100% Pre-recorded		Course Introduction/Orientation Syllabus Review	Class and instructor overview, expectations of students, grading, syllabus review
	17-Jan		Student Biography and Discussion Board Post due by 11:59pm			
2	19-Jan	21-Jan	Lecture 100% Pre-recorded		Introduction to Entrepreneurship - Attributes and Myths of Entrepreneurs - Engineers and Entrepreneurship - The Mindset of the Entrepreneurial Leader	Characteristics of an entrepreneur Engineers as entrepreneurs pros/cons Key positives and negatives of entrepreneurs Myths associated with entrepreneurs Characteristics of an entrepreneurial leader
	24-Jan		What's Your Why? Discussion Post due by 11:59pm			
3	26-Jan	28-Jan	Lecture Pre-recorded		Creative Exercise Problem Framing/Brainstorming Entrepreneurial Opportunity Feasibility Analysis Market Size	Opportunity analysis overview and methods of evaluating feasibility Define market size 5 Whys demonstration Good Idea vs Good Opportunity Discussion
	31-Jan		Individual Problem/Solution Flipgrid Statement due by 11:59pm			
4	2-Feb	4-Feb	Lecture 100% Recorded		Value Proposition introduction Value Proposition Exercise Product-Market Fit Team Building	Tips on building a winning team Team process initiated What is a value proposition? How to achieve Product-Market Fit
5	9-Feb	11-Feb	Lecture Lecture 100% Recorded		Starting the Business; Structuring the company; Equity and ownership; Management and control; Financing New Enterprises	Types of businesses Pros/cons of different structures Ownership and equity Types of fundraising and investors Financing a new startup; Ways to start; sources of funding; raising capital
	14-Feb		Team Problem/Solution Overview due by 11:59pm			
6	16-Feb	18-Feb	Lecture 100% Recorded		Presenting your Opportunity Capital raising and valuation Intellectual Property	How to describe and present your opportunity Investor tips, valuation tips Importance of IP; Types of IP; Ways to protect IP
	21-Feb		Value Proposition Presentation due by 11:59 pm Podcast Reflection due by 11:59 pm			
7	23-Feb	25-Feb	Activity Zoom Call		Investment Forum: Value Proposition Discussion of Student Investment Forum	Student presentations of VP followed by valuation discussion. Discuss Student Investment Forum
	28-Feb		Mid-term Team Member Participation Evaluation due by 11:59pm			

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8	2-Mar	4-Mar	Lecture 100% Recorded		Business Model Canvas BMC Exercise - Existing Company Customer Segments Customer Relationships	Introduction of BMC design and content Get, Keep, Grow Strategy - Exercise How your product gets to customers Channel Exercise if time
	7-Mar		Startup Failure Assignment due by 11:59pm (Graduate Students) Startup Failure Reading Assignment due by 11:59pm			
9	9-Mar	11-Mar	Lecture		Revenue Model - Key Partners and Key Activities Distribution Channels Market Research Startup Failure Discussion - Reasons for failure BMC Review - Interview Review	Why market research? Basic financial spreadsheets; Cash Flow and Pro-forma
	14-Mar		BMC Presentations Due by 11:59pm			
10	16-Mar	18-Mar	Lecture Zoom Call		Investment Forum - BMC Presentation Capital Round 2 Instructions Entrepreneurial Financials	Presentation of BMC only; Discuss second investment round rules
11	23-Mar	25-Mar	Lecture		Business Planning and the Business Plan Review Financials Assignment Making a quality investor pitch	Having a plan vs importance of planning; Why a plan is needed; Summary of sections of a business plan; Elements of a quality investor pitch
	28-Mar		Financials Assignment due by 11:59pm			
12	30-Mar	1-Apr	No Class - Work on Final Business Presentation and Written Business Plan			
13	6-Apr	8-Apr			Review Business Plan Progress Review draft final pitch	
	11-Apr		Final Business Pitch due by 11:59 pm			
14	13-Apr	15-Apr	Activity		Final Business Presentation and Company Sale	Final presentation of opportunities and final company sale
	18-Apr		Written Business Plan Due, Final Team Member Participation due by 11:59pm, Graduate student optional exam decision due.			
15	20-Apr	20-Apr	ROI Winners announced			
	21-Apr		Optional Final Exam Due			