**Syllabus**

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| **Date** | **Topics** | **Description** |
| **Week One** |  |  |
| *mm/dd* | **N/A** |  |
| **Week Two** |  |  |
| *mm/dd* | What is an entrepreneur? | Entrepreneur  Factors of Production  Innovation  Invention  Entrepreneurial Ideas  Entrepreneurial Opportunities |
| *mm/dd* | Are you an Entrepreneur? | Characteristics of an Entrepreneur |
| **Week Three** |  |  |
| *mm/dd* | Recognizing Opportunities |  |
| **Week Four** |  |  |
| *mm/dd* | Defining a Business Concept | Lean Business Canvas |
| **Week Five** |  |  |
| *mm/dd* |  | Testing Feasibility  Customer Development |
| **Week Six** |  |  |
| *mm/dd* |  | Guest speaker TBD |
| **Week Seven** |  |  |
| *mm/dd* |  | Management & Organization Planning  Managing your business |
| **Week Eight** |  |  |
| *mm/dd* |  | Product/Service Planning |
| **Week Nine** |  |  |
| *mm/dd* |  | Industry and Competition |
| **Week Ten** |  |  |
| *mm/dd* |  | Market Analysis  Adoption Curve  Chasm |
| **Week Eleven** |  |  |
| *mm/dd* |  | Entering Markets |
| **Week Twelve** |  |  |
| *mm/dd* |  | Pricing  Start-Up Costs & Sales |
| **Mid-Term due** | TBD | Mid-term will be emailed out on \_\_\_\_\_\_20\_\_ |
| **Projects due** | TBD |  |
| **Final** |  | Final will be emailed out on \_\_\_\_\_\_20\_\_ |

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| **Grading** | |
| Attendance | 10% |
| Participation | 10% |
| Assignments | 15% |
| Projects | 25% |
| Mid-term | 15% |
| Final | 25% |
| Total | 100% |

* Read the assigned chapter(s) and answer questions as assigned by the instructor.
* Make a copy for your records for future review.
* Classroom participation means that you will be involved in the discussions and contribute opinions or information.
* Three (3) unexcused absences can result in a lower grade.
* Mobile phones should be muted or turned off during entire online session.

**Requirements:** An email address is required for this course, which you will need to email to: mac.i2biz@gmail.com to the attention of Mr. Daniel.

Please send email to Mr. Daniel and do the following: **Type in the subject box your first/last name and the course you are taking, no later than Thursday, September 11, 2014**.  All mid-terms and Finals will be generated through **EMAIL ONLY; NO EXCEPTIONS!**

By any chance that you have provided us with your email address but did not receive the exam; you must call **Mr. Daniel @ (510) 473-2843.**

**The instructor reserves the right to change this syllabus as required**

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| Week One | M1a Course Overview |
|  | Introduction to Business & Entrepreneurship |
|  | Video 1 – Teen Entrepreneurship |
|  | About This Course |
|  | c107 Preparing for Success |
|  | c104 Empowering Students |
|  | c105 Visions & Reality |
|  | c101 – About the Text |
|  | c102 – Beyond the Book |
|  | Class Activities |
|  | c103 – Other Tools & Activities |
|  | Making the Grade |
|  |  |
|  | All About You Survey |
|  | M2 (EDT) Opportunity and Your Vision for Success |
|  | Recognizing Opportunities |
|  | Vision or Hallucination? |
|  | Transforming Vision into Reality |
|  | What Business Are You In? |
|  | M3 (EDT) Business Models and Business Plans |
|  | Test Your Knowledge of Business Models |
|  | From Idea to Vision to Business |
|  |  |
|  | M6 Business Models |
|  | Business Models and Business Plans |
|  | Understanding the BMC |
|  | BMC Layout |
|  | Business Model Canvas Sections |
|  | From Idea to Business Video Series |
|  | Class Activity: Making A Business Model Canvas |

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|  | M2 The World of Business |
|  | Quiz - Match the Product to the Industry |
|  | Match the Product to the Industry |
|  | M3 Startups and Founders |
|  | Making Your Vision a Reality |
|  |  |
|  | What Business Are You In? |
|  | M4 Your Big Idea |
|  | From Idea to Business |
|  | From Idea to Business-2 |
|  | Recognizing Opportunity |
|  | M5 Products and Services |
|  | Product Development Process |
|  | Product Development Process 2 |
|  | Product Development Process 3 - Artifacts |
|  | M7 Understanding Money Part 1 - 'All About the Benjamins' |
|  | Understanding Money |
|  | Show Me The Money! |
|  | Capital is King AND Queen |
|  | Why is Money Like Ice Cream? It Comes in Many Flavors! |
|  | Debt |
|  | Equity |
|  | Sources of Capital |
|  | M8 Understanding Money Part 2 - 'Investors' |
|  | Pitching Your Business Pre-Test |
|  | Raising Capital |
|  | Stages of Investment |
|  | What Investors Look For |
|  | How to Talk to Investors |
|  | Types of Investors |
|  | When to Pitch an Investor |
|  | M9 The Tools of Business |
|  | Business Documents |
|  | Pro Forma |
|  | Balance Sheet |
|  | Income Statement |
|  | Statement Cash Flows |
|  | Business Apps |
|  | Quizzes and Exams |
|  | Resources |
|  | Additional Reading |