**Week 1: Lecture 1**

**Topic:** Introduction to the course and Elevator Pitches

**Assigned Reading:** Chapter 1

**Course Time Schedule:**

* 2:00 to 2:50 Course Introductions
* 2:50 to 3:00 Break
* 3:00 to 3:45 Get to know each other
* 3:45 to 4:20 Form Teams
* Other: Quiz 1 and In Class Case 1

**Goals for Group Project:**

* Course introductions
* Get student interests begin to form group ideas

**Lecture Goals**

* Overview of Course and Syllabus
* Cover accounting and income statements
* Come up with 25 problems you have (or close to this amount)

**Week 1: Lecture 2**

**Topic:** Recognizing Opportunities and Creating Ideas

**Assigned Reading:** Chapter 2

**Course Time Schedule:**

* 2:00 to 2:50 Lecture
* 2:50 to 3:00 Break
* 3:00 to 3:45 Come up with ideas (Ideation)
* 3:45 to 4:20 Present ideas to class

**Goals for Group Project:**

* Brainstorm 5 ideas
* Present Ideas
* Form Teams

**Lecture Goals**

* Cover slides from book in first part of lecture
* The rest of the lecture will focus on idea generation and be collaborative

**Week 1: Lecture 3**

**Topic:** Feasibility Analysis

**Assigned Reading:** Chapter 3

**Course Time Schedule:**

* 2:00 to 2:50 Lecture
* 2:50 to 3:00 Break
* 3:00 to 3:45 Group teamwork to come up with and rank ideas
* 3:45 to 4:20 Interactive lecture on ideas, questions etc.

**Goals for Group Project:**

* Come up with and turn in 3 ideas, ranked in order of first to last preference

**Lecture Goals**

* Cover slides from book in first part of lecture
* Do a peer group feasibility analysis
* Final part of lecture will be interactive and cover either lecture or individual group work

**Week 1: Lecture 4**

**Topic:** Business Models

**Assigned Reading:** Chapter 6

**Course Time Schedule:**

* 2:00 to 2:20 Individual presentations (2)
* 2:20 to 3:10 Lecture
* 3:10 to 3:20 Break
* 3:20 to 3:45 Group Work
* 3:45 to 4:20 Lecture

**Goals for Group Project:**

* Group teams and idea finalized begin research over weekend.

**Lecture Goals**

* First will be the smaller individual presentations
* Lecture will cover in depth entire business model and give an overview of good business plans
* By the end of this lecture students should have a complete understanding of what is expected on the project