

Fall 2025 Course Schedule

Week	Date	Day	Topic	Textbook Reading (Quiz Basis)
1	8/26	T	Introduction to Entrepreneurship	Chapter 01
1	8/28	R	Case Study: Roberto (2022), <i>Case Companion</i>	
2	9/2	T	The Entrepreneurial Mindset	Chapter 02
2	9/4	R	Case Study: McGinnis & Lafkas (2020), <i>Stirring the Lobster Pot</i>	
3	9/9	T	Corporate & Global Entrepreneurship	Chapters 03 & 04
3	9/11	R	Case Study: Dann et al. (2024), <i>Small Niches, Big Promise</i>	
4	9/16	T	Innovation & Creativity	Chapter 05
4	9/18	R	Case Study: Knapp et al. (2019), <i>Chewse</i>	
5	9/23	T	Opportunity Assessment	Chapter 06
5	9/25	R	Case Study: Ghosh & Maslauskaitė (2016), <i>Dinr</i>	
6	9/30	T	Venture Pathways	Chapter 07
6	10/2	R	Case Study: Hoffman (2021), <i>White Oak Pastures</i>	
7	10/7	T	Entrepreneurial Finance	Chapter 08
7	10/9	R	Case Study: Hyde et al. (2022), <i>Sunomi Switchel</i>	
8	10/14	T	Midterm Exam (Take Home)	—
8	10/16	R	No Class / No Case Study	
9	10/21	T	Legal & Marketing Challenges	Chapters 09 & 10
9	10/23	R	Case Study: Hoffman (2020), <i>JUST, Inc.</i>	
10	10/28	T	Financial Planning & Business Plans	Chapters 11 & 12
10	10/30	R	Case Study: Salwan & Kate (2024), <i>Nano Ganesh</i>	
11	11/6	T	Case Study: Morkunas & Matheson (2020), <i>Blue Sky Ranch</i>	
11	11/4	R	No Class	
12	11/11	T	Growth & Scaling / Valuation of Ventures In-Class Peer Evaluation	Chapters 13 & 14
12	11/13	R	Case Study: Serafeim & Norris (2023), <i>Seeds of Innovation</i>	
13	11/18	T	Harvesting & Exit Strategies	Chapter 15
13	11/20	R	Case Study: Parker et al. (2019), <i>Yuser</i>	
14	11/25	T	Fall Recess	
14	11/27	R	Fall Recess (Thanksgiving)	
15	12/2	T	Final Project Workshop	—
15	12/4	R	Final Project Mentorship or Review	
16	12/9	T	Course Wrap-Up	—
16	12/11	R	Business Case Event	

Note: T-Tuesday; R-Thursday