

## 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	<b>Case Study:</b> Roberto (2022), <i>Case Companion</i>	
2	9/2	T	The Entrepreneurial Mindset	Chapter 02
2	9/4	R	<b>Case Study:</b> McGinnis & Lafkas (2020), <i>Stirring the Lobster Pot</i>	
3	9/9	T	Corporate & Global Entrepreneurship	Chapters 03 & 04
3	9/11	R	<b>Case Study:</b> Dann et al. (2024), <i>Small Niches, Big Promise</i>	
4	9/16	T	Innovation & Creativity	Chapter 05
4	9/18	R	<b>Case Study:</b> Knapp et al. (2019), <i>Chewse</i>	
5	9/23	T	Opportunity Assessment	Chapter 06
5	9/25	R	<b>Case Study:</b> Ghosh & Maslauskaitė (2016), <i>Dinr</i>	
6	9/30	T	Venture Pathways	Chapter 07
6	10/2	R	<b>Case Study:</b> Hoffman (2021), <i>White Oak Pastures</i>	
7	10/7	T	Entrepreneurial Finance	Chapter 08
7	10/9	R	<b>Case Study:</b> Hyde et al. (2022), <i>Sunomi Switchel</i>	
8	10/14	T	Midterm Exam (In-Class)	–
8	10/16	R	No Case Study	
9	10/21	T	Legal & Marketing Challenges	Chapters 09 & 10
9	10/23	R	<b>Case Study:</b> Hoffman (2020), <i>JUST, Inc.</i>	
10	10/28	T	Financial Planning & Business Plans	Chapters 11 & 12
10	10/30	R	<b>Case Study:</b> Salwan & Kate (2024), <i>Nano Ganesh</i>	
11	11/4	T	Growth & Scaling	Chapter 13
11	11/6	R	<b>Case Study:</b> Morkunas & Matheson (2020), <i>Blue Sky Ranch</i>	
12	11/11	T	Valuation of Ventures	Chapter 14
12	11/13	R	<b>Case Study:</b> Serafeim & Norris (2023), <i>Seeds of Innovation</i>	
13	11/18	T	Harvesting & Exit Strategies	Chapter 15
13	11/20	R	<b>Case Study:</b> 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