

## 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 & Maslauskaite (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 (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   | <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   | 11/6  | T   | <b>Case Study:</b> Morkunas & Matheson (2020), <i>Blue Sky Ranch</i>         |                               |
| 11   | 11/4  | R   | No Class   |                               |
| 12   | 11/11 | T   | Growth & Scaling / Valuation of Ventures<br><b>In-Class Peer Evaluation</b>  | Chapters 13 & 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   | <b>Business Case Event</b>   |                               |

Note: T–Tuesday; R–Thursday