

WEEK 1: THANKS EARLY ENGAGERS!

DEADLINES WEEK 1: TUE 5-26-20 TO SUN 5-31-20 MIDNIGHT

- 1) SURVEY: LOGIN & COMPLETE SURVEY TO AVOID ABSENCE &/OR WITHDRAWAL
(EXTRA CREDIT 5 POINTS)**
- 2) DISCUSSION: INTRODUCTIONS / LINKEDIN / TEXTBOOK (EXTRA CREDIT 10 POINTS)**

THANKS, EARLY ENGAGERS!

- Thank you to everyone engaging early in the week in our online course!
- Early engagement helps you earn points & learn the most in our course.
 - Alcala, Matthias
 - Booker, Gabrielle
 - Herrera, Matthew
 - Irizarry, Candace
 - Mariscal, Joshua
 - Melton, Brandon
 - Rembert, Makenna
 - Russell, Noah
- Engagement statistics in our online course are visible at
<https://cogswell.instructure.com/courses/3762/users>

WELCOME to HUMAN BEHAVIOR & ENTREPRENEURSHIP ONLINE SUMMER 2020 starting TUESDAY MAY 26, 2020 at COGSWELL!

- HELLO! My name is Dr. David R. Feeney. I welcome you to our ONLINE COURSE! Human Behavior & Entrepreneurship Online is a 100% online course about psychology & entrepreneurship, focusing on behaviors you need to succeed! This course addresses the psychology of entrepreneurship: conceiving, creating, bootstrapping, managing, leading & potentially selling an innovative business idea. Our goal is to offer mission-critical concepts & best practices of entrepreneurship with a focus on psychology of business, social networking, influence, & leadership. Basic literacy in key areas of marketing, management, & finance combine with psychological profiling of entrepreneurs: creative, innovative, passionate; self-confident; obsessive; oppositional-defiant.
- Check out my COURSE WELCOME VIDEO at <https://youtu.be/5ff47nl8Kho>
- Check out my LINKEDIN PROFILE at <http://www.linkedin.com/in/davidrfeeney>
- Check out STUDENT EXAMPLES OF BUSINESS PLAN POWERPOINT WITH VOICEOVER AUDIO NARRATION at <https://www.youtube.com/playlist?list=PL8WWLIqSz8nG3kdn4nBb-BhlvJOx5mmcA>
- Questions? Feel free to email me anytime at dfeeney@cogswell.edu

SUCCESS TIPS! Use COGSWELL CAMPUS RESOURCES.

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- University Student Login: <https://cogswell.edu/student-gateway/>
 - University Tech Support: <https://cogswell.edu/it-help-desk> or email helpdesk@cogswell.edu
 - University Advising & Counseling: http://cogswell.edu/current/student_life.php
 - University Student Support: <https://cogswell.edu/student-gateway/student-life>
 - University Registrar's Office: RegistrarsOffice@cogswell.edu
 - Directions to Campus: <https://goo.gl/maps/gswD77Z2kaMvtWAj6>
 - Campus Access: <https://cogswell.edu/student-gateway/student-life/campus-hours/>
 - University Website Page Index: <https://cogswell.edu/sitemap/>
 - University Tutoring: <https://cogswell.edu/student-gateway/student-life/student-services/tutoring/>
 - University students are eligible for Office 365 for Education, which includes Word, Excel, PowerPoint, OneNote, & now Microsoft Teams, & more. All you need to get started is to enter a valid school email address.
<https://products.office.com/en-us/student/office-in-education>

SUCCESS TIPS! Use ONLINE COURSE NOTIFICATIONS to be automatically notified of course activity.

- Customize your ONLINE COURSE NOTIFICATIONS at <https://cogswell.instructure.com/profile/communication>

SUCCESS TIPS! Use COGSWELL FACEBOOK GROUPS.

- Digital Art Animation (DAA) <http://tinyurl.com/cogswelldaa>
- Digital Audio Technology (DAT) <http://tinyurl.com/cogswelldat>
- Engineering (ENGR) <http://tinyurl.com/cogswellengr>
- Game Design & Development(GDD) <http://tinyurl.com/cogswellgdd>
- Business Administration (BBA) <http://tinyurl.com/cogswellbba>
- Art (any art-oriented student) <http://tinyurl.com/cogswellart>

SUCCESS TIPS! One of the challenges of our course is for each student to create, share, revise, & improve their own DIGITAL PORTFOLIO.

- Some students will have multiple, personal DIGITAL PORTFOLIO already created (& you will see examples when peer-reviewing other's work).
- Some students will need to create a DIGITAL PORTFOLIO for the first time. For some, creating a DIGITAL PORTFOLIO with multiple resources will be a challenge.
- Remember that your LINKEDIN PROFILE can be part of your DIGITAL PORTFOLIO, which you already have.
- As you peer-review other student's work, note how those students have created a DIGITAL PORTFOLIO for themselves with multiple resources, for zero money & little time. Many students, even those who cannot "code",

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have already posted DIGITAL PORTFOLIO resources that are 100% free (& easy to create & manage). Steal their ideas!

- The hyperlinks below guide you through free, easy ways to create multiple, personal DIGITAL PORTFOLIO resources, in addition to your current LINKEDIN PROFILE:
 - <http://www.techradar.com/news/the-best-free-website-builder>
 - <https://1stwebdesigner.com/easiest-website-builder>
 - <http://www.hostingadvice.com/how-to/free-website-builders>
 - <https://colorlib.com/wp/how-to-make-a-website>

SUCCESS TIPS! One of the challenges of our course is for each student to create, share, revise, & improve their own LINKEDIN PROFILE.

- Your PERSONAL PHOTO should be visible above your name;
- Your PERSONAL OR PROFESSIONAL NAME should be visible below your photo;
- A brief, well written HEADLINE should be visible below your name in your profile;
- A brief, well written PROFILE SUMMARY should be visible below your name & headline;
- A customized BACKGROUND IMAGE should be visible behind your personal photo.
- View step-by-step video tutorials about adding LINKEDIN features below:
 - Add A Personal Profile Photo <https://youtu.be/uPT7ieTVCf4>
 - Create a LinkedIn Background Image <https://www.youtube.com/watch?v=f6UvGMadU8k>

SUCCESS TIPS! One of the challenges of our course is for each student to create, share, revise, & improve their own NEW BUSINESS CONCEPT (NBC) that reflects your passion, personality, & life goals.

- Review <https://www.entrepreneur.com/article/223401> : 7 Tips for Naming Your Business
- Review <https://www.entrepreneur.com/article/218146> : Name Your Business
- Review <https://www.entrepreneur.com/article/41262> : Writing A Slogan
- Review <https://www.entrepreneur.com/encyclopedia/slogan> : What is a Slogan?
- Review <https://www.entrepreneur.com/article/225514> : 10 Questions to Ask Yourself When Testing a Business Idea
- Review <https://www.entrepreneur.com/article/237513> : 7 Ways to Reality Check a Startup Concept.
- Review <https://www.entrepreneur.com/article/246049> : 15 Inspiring Entrepreneurs Who Built Careers Around Their Passions & Social Media
- Review <https://www.entrepreneur.com/article/295769> : What It Takes to Build a Business Based on a Personal Passion

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- Review <https://www.entrepreneur.com/article/190942> : Differentiating Your Business
 - Review <https://www.entrepreneur.com/article/240853> : 7 Key Steps to a Growth Strategy That Works Immediately
 - Review <https://www.entrepreneur.com/article/225656> : Defining Your Market in 7 Steps
 - Review <https://www.entrepreneur.com/video/284749> : The Best Type of Customer for Your Startup
 - Review <https://www.entrepreneur.com/article/279689> : 4 Steps to Making Ideas Actionable
 - Review <https://www.entrepreneur.com/article/227390> : 5 Steps to Take Your Product from Concept to Reality
 - Review <https://www.entrepreneur.com/article/290934> : How to Pick the Right Team for Your Startup
 - Review <https://www.entrepreneur.com/article/290811> : 7 Keys to Building a Winning Startup Team
 - Review <https://www.entrepreneur.com/article/234094> : When Launching Your Startup, Consider These 5 Risks
 - Review <https://www.entrepreneur.com/article/246214> : Reduce These 9 Startup Risks for a Better Shot at Investor Funding
 - Review <https://www.entrepreneur.com/article/243792> : 10 Traits All Successful Entrepreneurs Share
 - Review <https://www.entrepreneur.com/article/289877> : 11 Lifestyle Changes You Need to Adopt If You Want to Be Rich
 - Review <https://www.entrepreneur.com/slideshow/296321> : You Need These Skills to Succeed, Says Musk, Branson & Others
 - Review <https://www.entrepreneur.com/article/292346> : 7 Lifestyle Changes You Must Adopt to Build Your Business on the Side
 - Review <https://www.entrepreneur.com/article/247818> : How to Show Investors Your Startup Is Worth Sinking Money Into
 - Review: <https://www.entrepreneur.com/article/241122> : 20 Questions You Can Ask to Validate Your Startup Idea
 - Review <https://www.entrepreneur.com/encyclopedia/competitive-analysis> : Competitive Analysis
 - Review <https://www.entrepreneur.com/article/204092> : Get to Know Your Competition
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SUCCESS TIPS! One of the challenges of our course is for each student to create, share, revise, & improve a FEASIBILITY ANALYSIS to make your NBC more realistic & successful.

- Review https://en.wikipedia.org/wiki/SWOT_analysis : WIKIPEDIA: SWOT ANALYSIS
 - Review <https://www.youtube.com/watch?v=GNXYI10Po6A> : VIDEO: SWOT ANALYSIS
 - Review <https://www.youtube.com/watch?v=olQSOI0YPL4> : Writing Behavioral Objectives
 - Review <https://www.youtube.com/watch?v=eXxTpDg1thI> : Measurable Learning Objectives
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SUCCESS TIPS! One of the challenges of our course is for each student to create, share, revise, & improve their own ORIGINAL LOGOS that authentically reflect your NEW BUSINESS CONCEPT NAME, SLOGAN, PRODUCT &/or SERVICE.

- Review STUDENT ORIGINAL LOGO EXAMPLES provided below.
- Your ORIGINAL LOGO should be original graphic art content developed by you for your NEW BUSINESS CONCEPT (NBC).
- Avoid submitting simple clip art for your ORIGINAL LOGO.
- Your ORIGINAL LOGO may start as hand-drawn art but should progress to a professional looking graphic image including NBC Name, Slogan, & other original elements.
- Many students use Microsoft Paint (free) while incorporating graphic imagery, remixing other visual elements to create their own customized ORIGINAL LOGO.
- Many students use free ONLINE IMAGE EDITORS that add text, graphic imagery, & effects easily, then allow you to save your edited file. Examples include:
 - <https://imgflip.com/memegenerator>
 - https://photofunia.com/categories/all_effects
 - <https://pixlr.com/express>

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SUCCESS TIPS! One of the challenges of our course is for each student to create an NBC BUSINESS PLAN with a POWERPOINT PRESENTATION featuring VOICEOVER NARRATION.

- Each student will create an NBC BUSINESS PLAN in Microsoft Word.
- Each student will create an NBC BUSINESS PLAN PRESENTATION in Microsoft PowerPoint, which includes elements of all your work in our course.
- Each student will RECORD VOICEOVER NARRATION for their NBC BUSINESS PLAN PRESENTATION in Microsoft PowerPoint, to create a self-running presentation that will "speak to your audience" in your own voice about your NBC.
 - Record a slide show with narration & slide timings <https://support.office.com/en-us/article/Record-a-slide-show-with-narration-&-slide-timings-0b9502c6-5f6c-40ae-b1e7-e47d8741161c#OfficeVersion=2013, 2016>
 - How to Record Narration in a PowerPoint Presentation
 - TEXT: <https://business.tutsplus.com/tutorials/powerpoint-narration--cms-29313>
 - VIDEO: <https://business.tutsplus.com/tutorials/powerpoint-narration--cms-29313?wvideo=cqcebw81y3>
 - Rehearsing & Recording Your Presentation <https://www.youtube.com/watch?v=UdeRJplxCf0>
 - How to create voiceover narration for your PowerPoint Presentation <https://www.youtube.com/watch?v=3uk4CU7uobM>
 - How to add voice narration to a PowerPoint Slide Show <https://www.youtube.com/watch?v=x0hu87ESj6k>
 - Tutorial: Save your PowerPoint as a Video: <https://24slides.com/blog/tutorial-save-your-powerpoint-as-a-video/>
 - Convert A Narrated PowerPoint to a Video <https://www.youtube.com/watch?v=LfCO0q9KvRQ>
 - How to Make a Video Using PowerPoint https://www.youtube.com/watch?v=AGSk_ynrvTA

SUCCESS TIPS! One of the challenges of our course is for each student to PUBLISH THEIR NEW BUSINESS PLAN POWERPOINT PRESENTATION with VOICEOVER AUDIO NARRATION to YOUTUBE.

- Review STUDENT EXAMPLES OF BUSINESS PLAN POWERPOINT WITH VOICEOVER AUDIO NARRATION at <https://www.youtube.com/playlist?list=PL8WWLlqSz8nG3kdn4nBb-BhIvJOx5mmcA>
- 1) How to Record VOICEOVER AUDIO NARRATION in a PowerPoint Presentation:
 - TEXT: <https://business.tutsplus.com/tutorials/powerpoint-narration--cms-29313>
 - VIDEO: <https://business.tutsplus.com/tutorials/powerpoint-narration--cms-29313?wvideo=cqcebw81y3>
 - <https://support.office.com/en-us/article/Record-a-slide-show-with-narration-&-slide-timings-0b9502c6-5f6c-40ae-b1e7-e47d8741161c#OfficeVersion=2013, 2016>

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- Rehearsing & Recording Your Presentation <https://www.youtube.com/watch?v=UdeRJplxCf0>
 - How to create voiceover narration for your PowerPoint Presentation
<https://www.youtube.com/watch?v=3uk4CU7uobM>
 - How to add voice narration to a PowerPoint Slide Show <https://www.youtube.com/watch?v=x0hu87ESj6k>
- 2) How to Save POWERPOINT PRESENTATION + VOICEOVER AUDIO NARRATION as a video:
- Save your PowerPoint as a Video: <https://24slides.com/blog/tutorial-save-your-powerpoint-as-a-video>
 - Convert A Narrated PowerPoint to a Video <https://www.youtube.com/watch?v=LfCO0q9KvRQ>
 - How to Make a Video Using PowerPoint https://www.youtube.com/watch?v=AGSk_ynrvTA
- How to create a self-running PowerPoint presentation:
 - <https://support.office.com/en-ie/article/create-a-self-running-presentation-57fc41ae-f36a-4fb5-94a3-52d5bc466037>
 - How to record slide timings in a PowerPoint presentation:
 - <https://support.office.com/en-ie/article/record-a-slide-show-with-narration-&-slide-timings-0b9502c6-5f6c-40ae-b1e7-e47d8741161c>
 - Create an account on YouTube:
 - <https://support.google.com/youtube/answer/161805>
 - Create a personal channel on YouTube:
 - <https://support.google.com/youtube/answer/1646861>
-

SUCCESS TIPS! Contact your Instructor anytime by email to get personal help:

- Dr. David R. Feeney, Ed.D.
- FACULTY, COGSWELL POLYTECHNICAL COLLEGE <http://www.cogswell.edu>
- University Email: dfeeney@cogswell.edu
- Mobile: 267-738-0562
- Email: david.r.feeney@gmail.com
- LinkedIn: <http://www.linkedin.com/in/davidrfeeney>
- VIDEO: HUMAN BEHAVIOR & ENTREPRENEURSHIP ONLINE <https://youtu.be/5ff47nl8Kho>
- University Student Login: <http://www.cogswell.edu/current/portals.php>
- University Student Support: <https://cogswell.edu/student-gateway/student-life>
- University Tech Support: helpdesk@cogswell.edu