The Entrepreneurial Mindset Syllabus

COURSE OBJECTIVES:

● Gain an understanding of how Entrepreneurial Thought and Action® may be applied to opportunities of all kinds including new ventures as well as innovation within existing organizations, in both for profit and not for profit sectors.

● Understand the fundamental concepts and analytical tools that serve as the foundation of opportunity assessment and entrepreneurial development, and how these concepts and tools may be applied to real world business situations and opportunities.

● Learn and use a methodology to develop and assess new opportunities that forms the critical first step in moving an idea from concept to launch and implementation.

● Develop, define and clearly communicate a new business concept or initiative in an efficient, effective and compelling manner.

COURSE SUMMARY:

This course provides an overview of the entrepreneurial process that will teach you to identify, assess, shape, and act on opportunities in a variety of contexts, settings and organizations. You will learn and implement the method - Entrepreneurial Thought & Action® (ETA) – which will give you a proven and repeatable process to enable you to create new and added value for stakeholders and society.

ETA® is a tactical, results oriented process that may be applied to new venture creation as well as to promote innovation within existing organizations – large, small or family owned – and across profit, not for profit and social ventures.

The abilities to ‘think like an entrepreneur’ and ‘act like an innovator’ are critical skills for success across industries and are proven tools to help distinguish you in the workplace and accelerate careers.

COURSE EXPECTATIONS:

This course is designed to be completed in four weeks. A wrap up video will be released on Monday each week to go over what you have learned thus far. Look out for course updates notifying when they have been posted. The course team will also note any changes to the schedule or any alteration to the course in the Home section where the Course Updates and News is located. The activities can be completed at any time, however, it is important to keep pace with each week to get the most of of the activities, discussions and assignments. The weekly peer-assignment responses are due Thursday at 5:00 UTC of each week and the peer and self assessment is due the following Monday at 5:00 UTC. See individual assignments for further details. Use this time zone converter to see how due dates equate to your specific time zone.
Prerequisites: none
Time commitment: 4-6 hours per week

DEVELOPABLES:
Students are expected to complete the following deliverables:
● Posting on the Open Discussion Forum
● Exercises submitted through the discussion forums
  o #2 Pencil
  o 20 Ways
  o Limited Internet
  o Mid-life Recess
  o BHAGS
● Reflection Journal
● Open Response Assessments
  o Observation
  o Opportunity Statement
  o Emerging Industry Analysis
  o Feasibility Quick Screen
● Knowledge Check

GRADING AND COURSE DELIVERABLES:

<table>
<thead>
<tr>
<th>ASSIGNMENT</th>
<th>PERCENT</th>
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<tbody>
<tr>
<td>Reflection &amp; Discussion Forum Exercises</td>
<td>40%</td>
</tr>
<tr>
<td>Open Response Assessments</td>
<td>20%</td>
</tr>
<tr>
<td>Knowledge Checks</td>
<td>40%</td>
</tr>
<tr>
<td>Total:</td>
<td>100%</td>
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Passing Grade for Verified Certificates: 75%

As you go through this course, you will be required to click a button to mark certain activities as complete. You will find these buttons following the weekly exercises and required Reflection Journal activities throughout the course. The "Open Response Assessments" are meant to further engage you with the course material and your peers. You'll find "Knowledge Checks" at the end of each week, before the Wrap-Up; each of these accounts for 10% of your grade.

If at any point you would like to view your current status in the course, click the Progress Tab at the top of the page, and view your grades for completed activities. A passing grade for verified learners in this course is 75%.
DISCUSSION FORUM POLICY

The Discussion Forums are integral to this course, and make up a large part of the active coursework. As this is a fully online course the ability to connect with each other is vital toward learning comprehension. To get the most out of your experience in this course, follow these guidelines:

To be successful in this course…

● Participate in discussions by posting responses to prompts. Engaging in discussions will enhance your learning experience by demonstrating and sharing your knowledge. Pose challenging questions to promote further discussion.
● See and share unique points-of-view. Present ideas and perspectives that help the class see something in a new way.
● Respect others' opinion but don't be afraid to share your own. Be mindful of other perspectives.
● Avoid cheating, don't give out the solutions to problems - rather guide others to find their own answers.
● Your responses, as well as those of your classmates and instructors, can always be found by going to the Discussion Tab at the top of the page.

Discussion Forum Best Practices

Here are a couple of helpful hints to using the discussion forum. The staff will monitor all discussions on a daily basis.

● Please search for an answer to your question in the discussion board before posting. It is likely that other students asked the same question already.
● Actively up-vote other posts, and other people will up-vote yours! The more upvotes your post has, the more likely it is to be seen.
● In addition to answering and talking with each other about the Discussion Questions, you can also use the Discussion Forums to communicate on other topics. To do this, you should click on the 'Discussion' button in the toolbar near the top of your screen. Add [Staff] at the beginning of a post to notify the course staff about any content-related or technical issues.

SESSION DETAILS:
WEEK 1: Intro to ET&A
This week we will focus on introducing the core concepts of Entrepreneurial Thought and Action® and learning a most basic principle of Human-Centered Design.

LEARNING OBJECTIVES:
● Gain an understanding of the core concepts of Entrepreneurial Thought and Action®
● Learn the most basic principle of Human-Centered Design through Field Observation and have an opportunity to practice this powerful tool to discover an unmet need that may be the basis for a new business opportunity or initiative.
● Begin a process of active reflection through journal writing, broaden your perspective through online exercises designed to stimulate the creative process, and discover the Power of the Brain Trust as a tool to expand your Entrepreneurial Thought and Action®.
(You will continue these three processes throughout each week of our course)

ORDER OF MATERIALS:
1. Video Topic: The Entrepreneurial Mindset (estimate: 12 minutes)
2. Video Topic: Design Thinking - Tom Kelley “Thinking Like a Traveler” (4:40)
3. Discussion Forum: 20 Ways
4. Video Topic: Observation - Tom Kelley “Field Observations with Fresh Eyes” (2:48)
5. Discussion Forum: No. 2 Pencil
6. Reflection Journal
7. Open Response Assessment (Peer Review)
   a. Field Observation
9. Discussion Forum
10. Knowledge Check

WEEK 2: Defining Opportunity

LEARNING OBJECTIVES:
● This week you will craft an Opportunity Statement based on the unmet need you discovered in week one of our course. This is an important next step in moving from idea to business concept.
● Understand why the Opportunity Statement must clearly reflect the business concept you intend to pursue, your personal goals in this endeavor, and the business goals in your new venture or initiative.
● Learn the importance of clear, direct and concise communication so that audiences at all levels are able to easily grasp and understand your message.

ORDER OF MATERIALS:
1. Video Topic: Design Thinking II - Tom Kelley “Treat Life As an Experiment” (4:55)
2. Activity on Discussion Forum
   a. Limited Internet
4. Reflection Journal
5. Open Response Assessment
   a. Opportunity Statement
6. Reading: http://www.thisisdesignthinking.net/
7. Discussion Forum
8. Knowledge Check

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WEEK 3: Refining Opportunity

LEARNING OBJECTIVES:
- You will learn the powerful new technique of Emerging Industry Analysis to assess and evaluate the potential impact of future trends and directions upon your chosen venture and industry space.
- Gain an understanding of how all opportunities are fragile and time limited and that any initiative or business must constantly evolve to meet the ever-changing demands of a constantly advancing business ecosphere.

ORDER OF MATERIALS:
1. Video Topic: Radical Ideas - “Solar Roadways: solar-powered tech charge electric cars while on the road” (2:00)
2. Activity on Discussion Forum
   a. Mid-Life Recess
3. Video Topic: Emerging Industry Analysis
4. Reflection Journal
5. Open Response Assessment
   a. Emerging Industry Analysis
7. Discussion Forum
8. Knowledge Check

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WEEK 4: Building for Success

LEARNING OBJECTIVES:
This week you will use the Opportunity Quick-Screen process to assess sources of potential risk to your new business venture or initiative.

You will gain an understanding of the need and process of constantly evaluating sources of risk and opportunity and the importance of early awareness as a tool to properly plan for growth and mitigate potential risk in any new business or venture.

ORDER OF MATERIALS:
2. PDF - BHAGs Activity on Discussion Forum
   a. BHAGs
4. Reflection Journal
5. Open Response Assessment
   a. Feasibility Quick Screen
7. Discussion Forum
8. Knowledge Check