

## **Sample Syllabus for Business FYE**

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### **Developing an Entrepreneurial Mindset**

What does it mean to be an entrepreneur? Are all entrepreneurs self-employed? What characterizes entrepreneurial action in organizations? This course is designed to introduce students to entrepreneurship and the entrepreneur's mindset. To this end, we will be exploring several different domains of entrepreneurship (e.g., social entrepreneurship, small business, lifestyle ventures, and high growth startups), as well as the latest research, ideas and tools in the entrepreneurship field. Students will have an opportunity to apply this information through case analyses, interviews with practicing entrepreneurs, and guest lectures. The major deliverable for this class is the development of a new venture idea for a product, service, or technology. In addition, students will be encouraged to think about their own effectiveness (as student academic entrepreneurs) in pursuing their degree at WCU through the development of a plan to identify and achieve their academic goals.

### **Course Learning Objectives:**

1. Dispel the primary myths of entrepreneurship and enhance literacy in the major concepts in the entrepreneurship field;
2. Compare and contrast several different domains of entrepreneurial action (social, high growth ventures, small business, etc.);
3. Understand the importance of the four primary elements of entrepreneurship: the entrepreneur, the venture environment, the entrepreneurial process, and new venture organization;
4. Recognize opportunities for entrepreneurial action;
5. Develop and communicate an idea for a new product, service, or technology;
6. Understand the requirements and rationale for General Education courses at WCU; and
7. Understand the requirements of the pre-business program at WCU.

### **Course Schedule**

#### **Unit 1: Introduction and Overview of the General Education and Business Curricula**

- Week 1: Course Introduction and the Liberal Arts Tradition at WCU  
Week 2: The General Education Curriculum at WCU and the E-Portfolio  
Week 3: Understanding the Pre-Business Curriculum and a Guide to Succeeding as a Business Student at WCU  
Week 4: Non-cognitive factors that impact student success  
Week 5: Understanding the Learning Process: Biological, Social and Cognitive Factors

#### **Unit 2: An Introduction to Entrepreneurial Action**

- Week 6: Defining Entrepreneurial Action and Dispelling Commonly Held Myths of Entrepreneurship: "It's not about the money, money"  
Read articles (e.g., Eisenmann);  
Watch Devex video  
Week 7: Who is an Entrepreneur? Case studies of entrepreneurs  
Read articles (e.g., Klich)

- Week 8: Developing an Entrepreneurial Mindset through Four Forms of Entrepreneurship: Social entrepreneurship, small business, life style ventures, and high growth businesses;  
Read case studies of different forms of entrepreneurship;  
Read Neck, Neck, and Murray, chapter 3;  
Complete exercises on entrepreneurial thinking
- Week 9: The Entrepreneurship Process, the Environment, and the Organization  
Read Burgstone and Murphy;  
Watch Meyer video
- Week 10: Generating New Ideas Workshop  
Read articles (e.g., Harrison, Porter);  
Complete idea creation exercises
- Week 11: The Target Market: Who benefits from your idea?  
Watch Alexander video
- Week 12: Pitching Your Idea: Communicating your Vision to Different Audiences
- Unit 3: Developing A Strategy for Success at West Chester University**
- Week 13: Strengths-based learning and strengths-based alignment of professional goals
- Week 14: Overview of Goal Setting and Performance Assessment
- Week 15: Developing a 4 Year Personal Plan for Academic Success

### **Sample Assignments**

#### **Entrepreneur Interview Paper**

Students will interview an entrepreneur and write a three page paper describing their findings. The entrepreneur interviewed may not be a family member. The interview should include the following items/questions:

1. Describe your business/organization?
2. How did you recognize the opportunity to start or buy your business/organization?
3. What was the biggest challenge you encountered in starting/buying your business/organization?
4. What is greatest opportunity you faced in starting/buying your business/organization?
5. What was the greatest surprise you encountered in starting/buying and operating your business/organization?
6. Has your initial vision for your business/organization changed over time? If so, how?
7. What was the biggest challenge you encountered in operating your business/organization in the last year?
8. What is one piece of advice you have for an aspiring entrepreneur?

#### **Business Idea Project (Group)**

Students will have the opportunity to explore an idea for a new business or nonprofit organization based on a product, service, or technology. Students will work in groups of 2 or 3 to write a paper addressing the following three aspects of the idea:

1. Description of product/service/technology (p/s/t) - Describe your idea for a new p/s/t that could be used as the basis for a new business or nonprofit organization. Describe the features and benefits of the p/s/t. Explain what it does and the problem it solves and/or the need it fills.
2. Target Market - Identify and describe who/or what is the target market for the p/s/t (e.g., direct buyers, industrial customers, clients, consumers). A description of the target market informs the reader that there is a target market for your p/s/t and that the creator is familiar with it. Specific facts and figures provide evidence that the target market exists.
3. Uniqueness - Describe how your p/s/t is unique. Explain how it differs from what is currently available to solve the problem or fulfill the need you are addressing. List the direct and/or indirect competition for your p/s/t.

## Sample Course Materials

Alexander, Summer, "What is a Target Market?"

<https://www.youtube.com/watch?v=cpFVbtrRkIM>

Burgstone, J. & Murphy Jr., B. 2012. "How to Create a Profitable Business."

<http://www.entrepreneur.com/article/222710>

Devex, "What is a social entrepreneur?"

<https://www.youtube.com/watch?v=bWAXdYN0dlc#t=163.428426>

Eisenmann, T. 2013. "Entrepreneurship: A Working Definition."

<https://hbr.org/2013/01/what-is-entrepreneurship>

Harrison, K. "21 Days to Your Big Idea." <https://www.inc.com/kate-l-harrison/21-days-to-your-big-idea.html>

Klich, T. 2017. "Top Entrepreneur Stories To Inspire You In 2017."

<https://www.forbes.com/sites/tanyaklich/2017/01/03/top-entrepreneur-stories-to-inspire-you-in-2017/#b0849ce20ead>

Meyer, J. "The art of entrepreneurship: Julie Meyer at TEDxSalford."

<https://www.youtube.com/watch?v=ATLUouxwykM>

Neck, H., Neck, C., and Murray, E. 2018. "Entrepreneurship The Practice and Mindset." Sage Publications, Thousand Oaks, CA.

Porter, J. 2013. "Eight Ways to Come Up with a Business Idea."

<http://www.entrepreneur.com/article/225513>

Schwab Foundation, "What is a Social Entrepreneur?"

<http://www.schwabfound.org/content/what-social-entrepreneur>

SENS MREZA, What is social entrepreneurship?

<https://www.youtube.com/watch?v=1ecKK3S8DOE>

Small Business Administration. "Is Entrepreneurship for You?"

<https://www.sba.gov/starting-business/how-start-business/entrepreneurship-you>