COURSE OUTLINE

DISCIPLINE: Entrepreneurship

1. COURSE IDENTIFICATION: ENTRE 104

2. COURSE TITLE: Entrepreneurship Basics

3. TOTAL UNITS: 3
   Lecture Hours: Normal: 54   Range: 48-54
   Outside-of-Class Hours: Normal: 108 Range: 96-108

4. GRADING:
   a. Letter Grade (Credit)
   b. Pass/No Pass (Non-Credit)

5. NUMBER OF TIMES A COURSE MAY BE TAKEN:
   a. Once (Credit)
   b. Unlimited (Non-Credit)

6. REQUIRED AND/OR RECOMMENDED BACKGROUND:
   Prerequisite(s): None
   Corequisite(s): None
   Advisory: None
   Advisory - Concurrent Enrollment: None
   Advisory - Prior Enrollment: None

7. CATALOG DESCRIPTION: Entrepreneurship has been described as the capacity and willingness to develop, organize and manage a business venture along with any of its risks in order to make a profit. This course will expose students to the basics of entrepreneurship, including design thinking, customer assessment, and problem solving. Additionally, students will focus on lean market strategies for testing product/service validity.

8. CONTENT
   a. The Cycle of Design Thinking
      i. Understand
         1. Empathize – problem solving
         2. Adding value
      ii. Explore
         1. Collaborate and brainstorm
         2. Products and services
      iii. Bring to market
         1. Test - learn
         2. Implement
   b. Creativity and Innovation
      i. Breakthrough and incremental innovation
ii. Continuous improvement vs breakthrough idea

c. Lean Market Validation
   i. Consumer behavior
      1. Market assumptions
   ii. Product concept development
   iii. Information development through networking
   iv. Definition of Value Proposition
      1. Validate the problem
      2. Validate the target market
      3. Validate the product
      4. Validate willingness to pay

d. Minimum Viable Solution
   i. Defining Customer Needs
      2. Adding value
      3. Customer surveys: Know the problem before creating a solution

e. Problem Solving
   i. Using design thinking as a problem-solving tool
   ii. Root cause analysis

9. OBJECTIVES:
   a. Use design thinking to assess critical problems
   b. Identify and manage customer needs
   c. Identify and test market assumptions for a business idea.
   d. Create a value proposition for a business
   e. Design sound solutions

10. METHODS OF INSTRUCTION – May include any of the following:
    a. Lecture
    b. Guest speakers
    c. Internet instruction
    d. Collaborative group work
    e. Web-based presentations
    f. Outside research
    g. Small group or directed class discussions
    h. Student-instructor conferences
    i. Study groups
    j. Audio visual presentations
    k. Field trips

11. OUT-OF-CLASS ASSIGNMENTS – May include any of the following:
    a. READING: Students will read course materials pertaining to design thinking and prepare for in class discussion.
b. **WRITING**: Students will prepare an essay after reading articles from the professional literature. Topic shall be an entrepreneurial development world-wide. Sources shall be cited.

c. **CRITICAL THINKING**: Students will critique issues with a supply chain strategy to solve problems and improve efficiency.

12. **METHODS OF EVALUATION** – May include any of the following:
   a. Grading scale specified in the course syllabus
   b. Analytical projects
   c. Application of knowledge/skill
   d. Class presentations
   e. Completion of homework assignments
   f. Creative projects
   g. Demonstrated ability
   h. Essay exams
   i. Essays
   j. Group projects
   k. Journals
   l. Notebooks
   m. Oral reports
   n. Participation in classroom discussion
   o. Portfolios
   p. Problem sets
   q. Research papers
   r. Research projects
   s. Simulations
   t. Written essays, reports

13. **RECOMMENDED TEXTS AND SUPPORTING REFERENCES**: