BAEP 451 – Management of New Enterprises Sylllabus Fall 2019
10:00am - 11:50am JFF 414

Professor: **Patrick Henry**
Office: **Fertitta Hall 5th Floor**
Email: Patrick.Henry@marshall.usc.edu **(prefer email communication)**
Office Hours: **Tu/Th – 8:30-9:30am/2-3:30pm**
Phone: 310-990-3100 (in emergency)

Course Description

This course provides an introduction to the fundamentals of entrepreneurship. Entrepreneurship is an attitude and mindset in addition to a set of skills. Whether your goal is to start your own business or bring an entrepreneurial approach to your work for an organization, you will ensure your success by always assuming the role as the CEO of Me, Inc. We will explore a set of tools and techniques for identifying new entrepreneurial opportunities by learning an industry in depth.

Entrepreneurship is about finding your means and talents to put them to work in a changing marketplace by doing old things in new ways and generating value in all its forms: money, independence, and influence.

This class is not for those who hate ambiguity or want everything in black and white as students will dedicate considerable out-of-class time and field work. You must be comfortable operating without the structure found in more traditional classes as entrepreneurship is inherently uncertain and the course is designed to have students deal in uncertainty. It is for the self-motivated, independent, persistent individual, who has a sense of humor and can learn and bounce back from adversity. The Entrepreneur is willing to take and manage calculated risks and adjust to market reactions.

Entrepreneurship is a **team sport** – be prepared to work as part of a team for much of the course. Also, this course is not a **"spectator**" course . . . be prepared to get into the real world. You will be actively researching, testing and putting to work your ideas and concepts. Consequently, you are required to undertake a significant amount of work outside of class. **By taking this course, you are agreeing to complete all of your work in a timely fashion without excuse.**

Be Curious, Get Real and Make it Happen!

Learning Objectives

In this course, you will develop your conceptual and practical knowledge of new venture creation and management. Upon Successful completion of the course, students will be able to:

1. Describe the fundamental concepts, theories, and practices employed in the field of entrepreneurship and of the role entrepreneurship plays in the global economy and society.
2. Explain the details of the new venture creation process – the activities, challenges, and opportunities involved.
3. Use critical thinking, idea generation, and decision-making abilities to analyze situations and formulate strategies for entrepreneurial cases and by completing a business opportunity project).
4. Demonstrate leadership skills, particularly in the areas of team leadership and entrepreneurial leadership.
5. Demonstrate oral and written communication skills (by, for example, learning to craft an effective concept statement, develop an in-depth industry analysis, and deliver a persuasive business pitch).

To achieve these objectives, a combination of methods will be used in the course, including lectures, case studies, individual and team projects, student presentations, and guest speakers.

GUEST SPEAKERS: During the semester, entrepreneurs and experts in their fields will be guest speakers – you will have opportunity to learn from the pros. Attendance at these sessions is critical & evaluated on quality of questions asked.

Required Materials

- **Read, Stuart, et al - 2017. "Effectual Entrepreneurship – 2nd Edition" – Routledge -** available in USC Bookstore and on Amazon:

https://www.amazon.com/Effectual-Entrepreneurship-Stuart-Read/dp/1138923788/ref=sr_1_2?ie=UTF8&qid=1483040842&sr=8-2&keywords=effectual+entrepreneurship - Also available at USC Bookstore

- **Additional Readings:** Additional readings and cases on issues related to the course topics may be provided in class, on Blackboard or Google Drive, or via email.

Technology in the Classroom

Technology is central to our everyday lives and to many entrepreneurial endeavors (in terms of both product and process). We will therefore use it not only for out-of-class communication, but also for in-class and out-of-class activities**. Please bring a laptop to class every day**; though we will not use them every day. **HOWEVER**, laptop, tablet, cell and Internet usage are permitted during academic sessions ONLY for note taking and following along with the PowerPoints and Google Sheets, etc. I**f you use other program including email, social media or texting, you will be asked to leave class.** There is no use for a mobile phone as it is considered unprofessional and **must be completely turned off & put away** during class time unless extenuating circumstances that must be agreed to by professor prior to class. If you misuse a mobile devise you will be asked to deposit your devices in a designated area in the classroom.

Course Communication

Our primary communication will take place through announcements in-class, via Blackboard (blackboard.usc.edu) and/or via Outlook to your usc.edu email. **It is assumed anything posted in Blackboard or emailed to your usc.edu has been received by you, and you are responsible!** It is imperative that you have a fully operational Blackboard account with a current and correct USC email address posted. By default, Blackboard uses your USC email address (username@usc.edu) for sending emails; if this is not your primary email account, make sure to forward your USC email to the account you use. Note: Some students' USC email quota fills by the end of each semester, causing class emails to bounce; remember to manage your account to ensure receipt of late-semester communication!

Posted Materials

Class materials/PPTs will often be posted to BlackBoard (under "Class Notes") for your reference, but only ***after*** the session in which the content within those materials is addressed. Posted slides contain only a subset of all course content. Students are responsible not only for this posted content, but also the additional content presented within all class lectures, class discussions, and class activities. Students are strongly encouraged to take independent notes for review.

Grading Policies

To achieve an A or A- in this class, you will need to go far beyond the minimum requirements as stated in the syllabus in terms of the quality of your work and your involvement in and contribution to the class. An 'A' is a sign of superior work and, much like the efforts of entrepreneurs, reflects the fact that you stood out from the crowd. All assignments will have instructions available posted and will be discussed in class before they are due.

Your grade will not be based on a mandated target, but on your performance. Historically, the average grade for this class is about a 3.3 (B+). Your final grade will be assigned based on (1) your total points from the various assignments and other evaluated course components, as a percentage of all available points; (2) the overall average percentage score within the class; and (3) your ranking among all students in the class. Updates on class standing will be provided at several points during the term – often after receipt back of a significant, graded project. You will be sent a link to Google doc (via the first 4 digits of your USC ID number) so you can see how you are standing in class.

If you have any questions about your grade during the semester, please make an appointment to see me to discuss your concerns. You will have one week after an assignment is returned to discuss and potential discrepancies – after one week those points for that assignment are final. Do not wait until the end of the semester to do so!

ASSIGNMENTS AND GRADING DETAIL

Below are assignments that must be completed in this course. Detailed instructions for all of these will be distributed in class or posted in Blackboard and discussed separately. Assignments posted to BB due by 9:00am on Due Date.

Week	Due Date	ASSIGNMENTS	Max Points
2	5-Sep	Questionnaire	25
3	12-Sep	E-Challenge I – Customer Discovery	100
4	19-Sep	E-Challenge II - Execution/Presentation	200
5	24-Sep	Fork in the Road Case (team of 2)	100
6	3-Oct	CD Project 1 - Teams Formed	50
7	10-Oct	E-Interview Paper	350
7	10-Oct	E-Interview Presentation	50
8	17-Oct	CD Project 2 - Hypothesis	150
10	29-Oct	ELC Entrepreneur Game	50
11	7-Nov	CD Project 3 - Customer Validation/MVP	150
13	15-Nov	CD Project 4 Individual Fast Pitch	200
15	3-Dec	CD Project 5 - Team 5-Minute Presentation	250
15	5-Dec	CD Project 6 Lessons Learned Video	200
--	10-Dec	Team Contribution Total CD Project	225
--	17-Dec	Final - 9am Greif Center 5th Fl. JFF	150
---	---	Quizzes*	150
---	---	Participation	450
		EXTRA MILE WORK (but everything counts)	
	last 19-Dec	GOTO	75
	last 21-Dec	Thank You Letters (Max 5 letters)	75
		TOTAL Points Available	3000

*** Quizzes** – Three "Pop Quizzes" will be given during semester to test if you are keeping up with the assigned reading. They will be a simple test of 'did you read and absorb the material'. Each is 75 points, but only the two best scores will count. If you have an **unexcused** absent and miss a quiz, there is no makeup that as that is the one thrown out.

All the **Core Assignments** will be posted in Blackboard. In addition to these – students are given opportunity to go "The Extra Mile" for their personal development which counts towards one's semester performance.

- **GOTO** (Good of the Order) – Students are encouraged to make one-90-second presentation to class based on something of importance learned outside the class during the semester – a key contact, interesting article, event attended. Email professor your PPT for approval. We will allow max of two per class and the last GOTO can be made is November 19th class.
- **Thank you Letters** – Unless directed differently, students can prepare up to 5 professional thank you letters for our Guest Speakers (templates in BB). By the next class, upload copy of letter & envelop to BlackBoard & bring the letter to class (**DO NOT MAIL).** Only submissions that meet requirements will be mailed by professor:
  - One-page professional letter with letterhead; properly addressed & signed by pen in signature block
  - Envelop (unsealed) properly addressed, return address & proper postage

Assignment Submission

Those assignments indicated in **Assignment & Grading Details** with a **"BB"** must be uploaded to Blackboard by class time on the due in the **Assessment Section**. Any assignment turned in late, even if by only a few minutes, will receive deduction (see below for deduction schedule). If you are sick/excused from class, on-time delivery is expected, unless prior notification & agreement of professor.

- Upload only one file per assignment **only as a single PDF**. If assignments include images, spreadsheets, etc., it must be merged all into one professional document.
- Deliverables that exceed maximum page or time length requirements will only be assessed up to (and not beyond) that limit.
- Bring a hard copy of all assignments to each class (except E-Interview & Final Project Customer Discovery Summary) for discussion.

Project Deliverables - All papers, cases will follow the format:

- One inch margins all around – 1½ line space
- 11/12-point font size
- Your name and page numbers on each page (lose 10% if no name on paper)

Writing Style – Entrepreneurs & the people they communicate do not have time to read novels! All papers in the class must meet the **3 C Rule** – **C**lear, **C**oncise & **C**ompelling.

- Conclusions should be up front & clear
- Use headings, bullets, tables & other simple ways of communicating your thoughts (use syllabus as example)

Assignment Submission Late Policy:

Submission after 10:01 & end of day	10% loss of score
Submission the day following	20% loss of score
Submission 2-3 days following	30% loss of score
Submission 4 days following	**No Score**

Evaluation of Your Work - Papers, Videos, Presentations, and Other Submissions

You may regard each of your submissions as an "exam" in which you apply what you've learned according to the assignment. I will do my best to make my expectations for the various assignments clear and to evaluate them as fairly and objectively as I can. If you feel that an error has occurred in the grading of any assignment, you may, within one week of the date the assignment grading has been returned to you either via Blackboard or in class, write me an email in which you request that I re-evaluate the assignment. Attach the original assignment to the email, in which you explain fully and carefully why you think the assignment should be re-graded. Be aware that the re-evaluation process can result in three types of grade adjustments: positive, none, or negative.

Participation

If you are unable to be an active participant for language, social anxiety, or other reasons, consult me early in the semester as participation is 15% of the possible points earned for the semester. It is based on a combination of factors, both positive and negative:

- Coming prepared for class & being active participant in discussions is expected. Students will be randomly cold called as well as soliciting volunteers. Students who add to the value of the class in the form of comments in class, asking speakers insightful questions, bringing knowledge resources to class, being attentive and courteous will be recognized in their participation score.
- While attendance, per se, is not a factor in participation, one can't contribute if s/he isn't in attendance. Attendance will be taken in all classes. Being present is critical for learning in this course, as guest speakers and other material not found in the assigned readings are major part of the course. In addition, we will undertake numerous in-class exercises and discussions that will be missed if you are absent.
- Greif professors do not tolerate students talking in class when the professor, speaker, or other students are supposed to be talking, being distracting or disruptive, showing up late, texting, using phone or laptop for social media. If you use a laptop for taking notes, you must be in the first 2 rows in class.
- Coming to class late is disruptive and negatively impacts those who are on time. Promptness is expected – **arriving at 10:00am is considered late.**

Students will complete a self-evaluation of their participation at the end of the semester – I will compare my notes about your participation and your evaluation to arrive at a score for the semester. If you and I have significant different perceptions of your participation – we will have a discussion to come to an agreement.

Lloyd Greif Center for Entrepreneurial Studies Confidentiality Policy

Throughout the Entrepreneur Program's classes and events, students will be exposed to proprietary information from other students, guest lecturers, and faculty. It is the policy of the Entrepreneur Program that all such information is to be treated as confidential.

By enrolling in and taking part in the Entrepreneur Program's classes and activities, students agree not to disclose this information to any third parties without specific written permission from students, guest lecturers, or faculty, as applicable. Students further agree not to utilize any such proprietary information for their own personal commercial advantage or for the commercial advantage of any third party.

In addition, students agree that any legal or consulting advice provided without direct fee and in an academic setting will not be relied upon without the enlisted opinion of an outside attorney or consultant without affiliation to the Program.

Any breach of this policy may subject a student to academic integrity proceedings as described in the University of Southern California University Governance Policies and procedures as outlined in *SCampus* and to any remedies that may be available at law.

The Entrepreneur program, the Marshall School of Business, and the University of Southern California disclaim any responsibility for the protection of intellectual property of students, guest lecturers or faculty who are involved in Entrepreneur Program classes or events.

Please see the Copyright policy and Filming sections for additional information.

Receipt of this policy and registration in our classes are evidence that you understand this policy and will abide by it.

ADDITIONAL INFORMATION

Add/Drop Process

If you fail to attend either of the first two sessions of the semester, without providing advance notification to the instructor, you will be dropped from this course. This policy is in place because this class is over-subscribed, with limited seating; it is imperative that students waiting to get into the class can fill empty seats in a timely manner, without risk of falling behind. (Please note: If you decide to drop, or if you are dropped, you risk not being able to add yourself to another section this semester. You can only add a class after the first week of classes if you receive approval from the instructor.)

In compliance with USC and Marshall's policies, classes are open enrollment (R-clearance) through the first week of class. All classes are closed (switched to D-clearance) at the end of the first week. This policy minimizes the complexity of the registration process for students by standardizing across classes.

The last day to withdraw from this class, without a mark of "W" on your transcript is September 6th, and the last day to withdraw the class, with a mark of "W" on your transcript is November 10th.

Academic Integrity and Conduct

USC seeks to maintain an optimal learning environment. General principles of academic honesty include the concept of respect for the intellectual property of others, the expectation that individual work will be submitted unless otherwise allowed by an instructor, and the obligations both to protect one's own academic work from misuse by others as well as to avoid using another's work as one's own (plagiarism). Plagiarism – presenting someone else's ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. All students are expected to understand and abide by the principles discussed in the *SCampus*, the Student Guidebook (www.usc.edu/scampus or http://scampus.usc.edu). A discussion of plagiarism University Student Conduct Code (Section 11.00 and Appendix Z).

Students will be referred to the Office of Student Judicial Affairs and Community Standards for further review, should there be any suspicion of academic dishonesty. The Review process can be found at: http://www.usc.edu/student-affairs/SJACS/. Failure to adhere to the academic conduct standards set forth by these guidelines and our programs will not be tolerated by the USC Marshall community and can lead to dismissal.

Please be advised that your assignments may be randomly submitted to "TurnItIn" through the Blackboard system, which will generate an originality report on your paper. ANY plagiarism will result in an F in the class, and being reported to Marshall (no exceptions) and you will likely be expelled. Don't plagiarize.

Your original thought, in addition to carefully cited sources, will ensure that you don't run into academic integrity issues that may affect your grade or your status at USC. Any material cited verbatim from its source should be in quotes and contain a reference to a full citation for that source. Paraphrased work should also clearly cite the source material.

Class Notes Policy

Notes or recordings made by students based on a university class or lecture may only be made for purposes of individual or group study, or for other non-commercial purposes that reasonably arise from the student's membership in the class or attendance at the university. This restriction also applies to any information distributed, disseminated or in any way displayed for use in relationship to the class, whether obtained in class, via email or otherwise on the Internet, or via any other medium. Actions in violation of this policy constitute a violation of the Student Conduct Code, and may subject an individual or entity to university discipline and/or legal proceedings. Again, it is a violation of USC's Academic Integrity Policies to share course materials with others without permission from the instructor.

No recording and copyright notice. No student may record any lecture, class discussion or meeting with me without my prior express written permission. The word "record" or the act of recording includes, but is not limited to, any and all means by which sound or visual images can be stored, duplicated or retransmitted whether by an electromechanical, analog, digital, wire, electronic or other device or any other means of signal encoding. I reserve all rights, including copyright, to my lectures, course syllabi and related materials, including summaries, PowerPoints, prior exams, answer keys, and all supplementary course materials available to the students enrolled in my class whether posted on Blackboard or otherwise. They may not be reproduced, distributed, copied, or disseminated in any media or in any form, including but not limited to all course note-sharing websites.

We will be filming in class during the semester, and you may be directly or indirectly in the shots and footage that may be used by the speakers, professor, Greif Center, Marshall School of Business, USC and/or other organizations in or outside of class including but not limited to broadcast and archiving on TV, the web, or other media. Please let the professor know at the beginning of class if you do not want to be included in any of the filming and you will be assigned a seat out of the view of the cameras.

Support Systems

- Students whose primary language is not English should check with the *American Language Institute* (http://dornsife.usc.edu/ali), which sponsors courses and workshops specifically for international students. *The Office of Disability Services and Programs* (www.usc.edu/disability) provides certification for students with disabilities and helps with the relevant accommodations. If an officially declared emergency makes travel to campus infeasible, *USC Emergency Information* (http://emergency.usc.edu/) will provide safety and other updates, including ways in which instruction will be continued by means of Blackboard, teleconferencing, and other technologies.
- ***Student Counseling Services (SCS)*** *- (213) 740-7711 – 24/7 on call*
  Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention. https://engemannshc.usc.edu/counseling/
- ***National Suicide Prevention Lifeline*** *- 1-800-273-8255*
  Provides free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week. http://www.suicidepreventionlifeline.org
- ***Relationship & Sexual Violence Prevention Services (RSVP)*** *- (213) 740-4900 - 24/7 on call*
  Free and confidential therapy services, workshops, and training for situations related to gender-based harm.
  https://engemannshc.usc.edu/rsvp/
- ***Sexual Assault Resource Center -*** For more information about how to get help or help a survivor, rights, reporting options, and additional resources, visit the website: http://sarc.usc.edu/

- ***Office of Equity and Diversity (OED)/Title IX compliance*** *– (213) 740-5086*
  Works with faculty, staff, visitors, applicants, and students around issues of protected class. https://equity.usc.edu/
- ***Bias Assessment Response and Support***
  Incidents of bias, hate crimes and microaggressions need to be reported allowing for appropriate investigation and response. https://studentaffairs.usc.edu/bias-assessment-response-support/
- ***Student Support & Advocacy – (213) 821-4710***
  Assists students and families in resolving complex issues adversely affecting their success as a student EX: personal, financial, and academic. https://studentaffairs.usc.edu/ssa/
- ***Diversity at USC – https://diversity.usc.edu/***
  Tabs for Events, Programs and Training, Task Force (including representatives for each school), Chronology, Participate, Resources for Students

Students with Disabilities

USC is committed to making reasonable accommodations to assist individuals with disabilities in reaching their academic potential. If you have a disability which may impact your performance, attendance, or grades in this course and require accommodations, you must first register with the Office of Disability Services and Programs (www.usc.edu/disability). DSP provides certification for students with disabilities and helps arrange the relevant accommodations. Any student requesting academic accommodations based on a disability is required to register with Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from DSP. Please be sure the letter is delivered to me (or to your TA) as early in the semester as possible. DSP is located in GFS (Grace Ford Salvatori Hall) 120 - 8:30am-5pm, Monday through Friday. The phone number for DSP is (213) 740-0776. Email: ability@usc.edu.

Emergency Preparedness/Course Continuity

In case of a declared emergency if travel to campus is not feasible, the *USC Emergency Information* web site (http://emergency.usc.edu) will provide safety and other information, including electronic means by which instructors will conduct class using a combination of Blackboard, teleconferencing, and other technologies. Please make sure you can access this course in Blackboard and retrieve the course syllabus and other course materials electronically. You should check Blackboard regularly for announcements and new materials. In the event of an emergency, the ability to access Blackboard will be crucial. USC's Blackboard learning management system and support information is available at blackboard.usc.edu.

BAEP 451: Fall 2019 Class Schedule

BOLD CAP UNDERLINE = due in class/BB

(Schedule subject to change during semester)

Week 1

August 27	**August 29**
Introduction ➢ Course Overview, Syllabus (BB), Goals & Grades ➢ "Assignment & Grading Details – Syllabus Pg. 3 ➢ Questionnaire – GOTO – Thank You Letters ➢ Who is ProfPH? **In-class Work:** ➢ How do you define entrepreneurship? ➢ Why are you here? ➢ What do you want to accomplish in this class? **Lessons from former students**	➢ **James Bottom - Director Blackstone LaunchPad** – startup resources available at your fingertips & finding mentors/advisors. ➢ **Paul Orlando – Director USC Incubator** – how an accelerator helps ventures to grow & scale – learn from entrepreneurs in the accelerator **MEET IN BASEMENT OF BRIDGE HALL**

Week 2

September 3	**September 5** **QUESTIONNAIRE (one page max upload PDF to BB)**
Required Reading/Viewing ➢ **Udacity – Learn Startup Video series - Steve Blank – Lesson 1 – Videos 1-3 & Lesson 2 Videos 1-3** ➢ https://www.udacity.com/course/how-to-build-a-startup--ep245 **(download Business. Model Canvas BB)** ➢ E-Challenge Assignment (BB) ➢ "How to Find Ideas" Video (BB) ➢ "What to Ask" Videos (BB) **In-class Work** ➢ Introduction to the Lean StartUp Method ➢ Where do ideas come from & how to use Customer ➢ Discovery to develop & validate new venture concepts **Guest Speaker** – Christina Williams – NFTE grad, author of Scribble book series & yes A BRUIN!	**Required reading/Viewing** ➢ Chapter 1 Text EE ➢ E-Interview Assignment (BB) ➢ Jobs Became Jobs with One Trait (BB) ➢ "New Word for Entrepreneurship" – BB **In-class Work:** ➢ What were 3 biggest surprises/ahhhas Chap 1 ➢ What's holding you back from being an entrepreneur? ➢ Pick one (Debbie Watkins or Howard Shultz) – what are the lessons you can learn & apply to your journey ➢ 'Customercentric' exercise to develop new concepts **Form Teams of Four for E-Challenge by end of class attendance is critical**

Week 3

September 10	**September 12**
Required reading/viewing ➢ Udacity/Steve Blank - Lesson 2 – Videos 4-11 ➢ Chapter 2 Text EE **In-class Work:** ➢ How do you see launching a new venture different than 2 weeks ago? ➢ Why is O-Power worth $.5billion valuation ➢ Which ventures in text provided the greatest insights? **Guest Speaker**– Tarek Tohme – Writer/Director & Founder/CEO at Stone Canyon Pictures	**Required reading/Viewing** ➢ Udacity/Steve Blank – Lesson 3 – Videos 1-5 & 7 ➢ Customer Discovery Project Assignment (BB) ➢ 6 Degrees of Lois Weisberg (BB) **In-class Work** ➢ Yarn Game **E-CHALLENGE PHASE I** After class discussion, each team a 3-minute presentation of E-Challenge Phase I in ProfPH office

Week 4

September 17	**September 19**
Required reading ➢ Chapter 3 Text EE **In-class Work:** ➢ Important lessons comparing Zaplets & Right Now ➢ Is 'not having money' an asset? Why/why not? ➢ What is meant by "Money Matching" – in-class exercise **Guest Speaker**– Lessons from recent Greif alumnus - Dillon Morgan *Founder – UnUm* - *http://unum.la*	**TURN IN E-CHALLENGE ENVELOPE GREIF CENTER 9AM** **TEAM E-CHALLENGE PHASE II PRESENTATION** **Guest Expert** – Luke Brown – Visiting Scholar Greif Center **Required Reading/Viewing:** ➢ **Presentation Zen Video & Article (BB)** ➢ **Presentation basics** **Guest Guru** – Luke Brown – Scholar in Residence Greif Center

Week 5

September 24	**September 26**
FORK IN THE ROAD CASE (Team of Two) **(Upload BB & bring hard copy to class)** **Required reading** ➢ Chapter 4 Text EE **In-class Work:** ➢ Check boxes on pgs. 31 & 33 ➢ Agree/disagree with Bill Drayton – "invest in person, not idea?" ➢ What are your passions & where/how do you develop **Guest Speaker -** David Reynaldo – how to launch a venture in the Greif Center	**Required reading:** ➢ Chapter 5 Text EE ➢ Road Well Traversed (BB) **In-class Work:** ➢ Which is more secure, corp. job or entrepreneur? ➢ Key insights from Richard Sears journey? ➢ Which of 4 "plunge examples" resonated with you & what was unique advantage for each? ➢ When will you be ready to take plunge?

Week 6

October 1	**October 3**
Required reading: ➢ 6 Text EE ➢ Saras Sarasvathy Video – ball/box game (BB) ➢ How Quitting My Job F'd My Life (BB) **In-class Work:** ➢ Do entrepreneurs handle risk different than others? ➢ Are entrepreneurs better predicting the future? ➢ What are your 3 favorite predictions that failed? ➢ What were key lessons from the U-Haul story? **Guest Speaker** - Greif alumna & artist Gena Milanesi On Working With The NBA and Celebrating Female Pioneers	**TEAMS DECLARE INDUSTRY FOCUS** **NO CLASS TEAM TIME**

Week 7

October 8	**October 10**
Required reading: ➢ Chap 7 Text EE ➢ "How David Beat Goliath" - BB **In-class Work:** ➢ Are you more a search or made approach person? ➢ Which of the E-journeys was most insightful to you ➢ Who had the competitive advantage, David or Goliath? ➢ How do you feel about being 'socially unacceptable'?	**ENTREPRENEURIAL INTERVIEW** **In-Class Presentations of E-Interview** ➢ 3-minute presentation - Up to 8 volunteers & 4 random calls **Guest Speaker –** Neal Pecchenino – being curious & seeing t obvious – Boxi Box Truck Billboards - https://boxi.co/

Balance of Weekly Schedule to be posted in BlackBoard