Course Syllabus

Course: NACCE Entrepreneurship Specialist Certificate
Rolling Course Deadlines: Course begins on demand and students have 6 months to complete all 8 module badges. Students may complete the course in as few as 8 weeks.
Instructor: Dr. Christine Mollenkopf-Pigsley
Email: Christine.pigsley@gmail.com
Phone: Christine (612) 709-9164
Office Hours: Connect instructor via email or text message for phone or video call appointment.

Course Goals, Learning Activities & Expectations
Every module has specific competencies, which you will explore and demonstrate knowledge acquisition. Check these objectives for each module in the Module Overview before beginning the activities in that module.

Course Goals
The purpose of this course is to provide community college administrators, faculty, and staff with information and ideas on how to apply the entrepreneurial method to the business of running a community college as well as in creating, refining and sustaining successful entrepreneurship education programs. In addition, this course will provide the tools for you to assist existing and future students and community members in applying the entrepreneurial method to achieve their goals.

Learning Activities
This course is divided into a course introduction and seven learning modules. Each scheduled module may include readings, video, audio, and discussion. There are 2 summative assignments, which involves you crafting caselets (or mini case studies) that demonstrate your ability to apply the module objectives in your own academic and community environment.

Course Expectations & Participation Requirements
Successful completion of this course results in the award of an Entrepreneurship Specialist professional certificate awarded by NACCE. While this is not a graded course we do strive to the highest academic standards in our industry and thus require every participant to satisfy the minimum threshold of participation for each of the 8 modules to earn the certificate. The requirements for each module include:

Discussion Boards- You are expected to participate in discussions with an original post and a response to at least two fellow participants, which may be your response to their original post or replying to their response to your original post. This is your opportunity to talk with other members of the class and get their insights- Please do not think of it as "mini-essays" for the benefit of the instructor. This is your space in which to converse. The instructor will not respond to every post but will chime in where appropriate.

How to Succeed in the Discussion Boards

Note that you will be posting in discussion boards with other members of the learning community that are also asynchronous so going back to the previous module discussions to respond is important to maintain vibrant conversations.

It is important to think of the discussion board as if you were engaging with your classmates in a real-life classroom- *the only difference is that our conversations are not geographically in the same space and we are not in the room at the same time. Your post should read very conversationally, in the same manner you would speak so your classmates get a sense of your personality.*

Caselets- All participants are expected to complete two mini-cases including gaining feedback from entrepreneurs and college stakeholders. These written assignments are submitted in writing by uploading a document to Coursesites LMS platform. Your instructor will then review them, provide comments and you can view them through coursesites. Please do not email assignments to the instructor as the LMS provides documentation that is critical to awarding your certificate of completion.

Caselet 1: Entrepreneurship Project
The purpose of this assignment is to put into practice what you have learned in this class. Using the tools listed below, complete a project plan, it must be something that could be implemented now or in the very near future. The project should advance entrepreneurial efforts on your campus or in your community in some way. Please use and complete the following steps:
- Select a project concept for this assignment.
- Refer to Effectuation Worksheet Overview as a guide for your project.
- Complete the Applying Effectuation Action Planning worksheet for your project idea.
- Utilize the NACCE Project Planning Guide.
- Draft a 1-page executive summary that can be presented to your supervisor and other stakeholders to move forward on this project.
- Identify what your next steps would be to implementation.

Caselet 2: Beyond Entrepreneurship Concept
The purpose of this assignment is to put into practice what you have learned in this class. Using the tools listed below, complete a wildly innovative concept for your institution or your community- meaning a project that is not limited to the constraints of the current budget or situation at your college- it is a vision. The project should advance the mission and vision of your college or in your community in some way that is unique and offers high growth potential. Please use and the following steps:
- Use the concepts of Effectuation to brainstorm a project concept for this assignment.
- Refer to Effectuation Worksheet Overview as a guide for your project.
- Complete the Applying Effectuation Action Planning worksheet for your project idea.
- Utilize the NACCE Project Planning Guide to help you prepare this.
- Draft a 1-page concept paper or a video pitch of the concept to be delivered to college leaders or other stakeholders to introduce this idea and gain interest.

Certificates of Completion
Participants who successfully complete the 8 module badges will receive their certificate by mail, signed by the NACCE CEO and a letter confirming the successful completion of the professional development course suitable for use as continuing education units. These participants will be recognized by NACCE in

its publications and social media outlets unless *specifically notified in writing* that they do not wish to be identified.

Participants who fail to meet the minimum participation requirements by the start of the 6th month will be notified they have 30 days to complete the remaining badges. At the end of the 6th month, access to the course will cease and re-registration for the course will be required.

Bonus/Optional Course Enhancements
We have added a synchronous enhancement to the course to offer the opportunity to interact with your instructor and other special guests once per month in the form of a webinar. The topic will be related to one of the 8 modules and is completely optional. A recording of the session will be posted to the course announcements, but the real power of the "crazy quilt" (we will explain this as part of the course) is to engage with others in the learning community.

Modules	Learning Activities & Expectations
Course Introduction	• Review the syllabus. • Post in the Discussion area –Introduce yourself
Module 1: Entrepreneurial College & the Entrepreneurial Method	• Discussion post for Module 1. • Review PowerPoint presentation and reading materials.
Module 2: The Goal of Entrepreneurship Programs	• Review PowerPoint presentation and reading materials. • Participate in discussion area by posting your response to the discussion topic and responding to other participants. • Identify possible project proposals.
Module 3: Stakeholders & Students	• Review PowerPoint presentation and reading materials. • Participate in discussion area by posting your response to the discussion topic and responding to other participants.
Module 4: Technical Needs	• Review PowerPoint presentation and reading materials. • Participate in discussion area by posting your response to the discussion topic and responding to other participants. • Begin work on your caselets.
Module 5: Funding & Affordable Loss	• Review PowerPoint presentation and reading materials. • Participate in discussion area by posting your response to the discussion topic and responding to other participants. • Work on your caselets.
Module 6: Marketing Your Program & Creating Buzz	• Review PowerPoint presentation and reading materials. • Participate in discussion area by posting your response to the discussion topic and responding to other participants. • Work on your caselets.
Module 7: Create Your Future	• Review PowerPoint presentation and reading materials. • Participate in discussion area by posting your response to the discussion topic and responding to other participants. • Complete the work on your project.
Completion	• Complete instructor/course evaluation. • Submit completed caselets.