



CCAD Mission Statement:

Columbus College of Art & Design prepares tomorrow's creative leaders for professional careers. With a history of commitment to fundamentals and quality, CCAD advances a distinct, challenging, and inclusive learning culture that supports individual development in art, design, and the humanities.

Course Information:	Faculty Information:
Catalog ID: LIBA2805 Term: Spring 2015	Faculty Name: Kevin Gadd
Course Name: Starting an Art and Design Business	Phone: 614-414-2331
Course Prerequisite(s): None	Email: Kevin.gadd@venturehighway.com
Meeting Day(s): Wednesday	Office Hours: By appointment only
Meeting Time(s): 7:00 PM – 8:15 PM	Office Location: TBD
Plus one section online each week	
Class Location: Design Studios on Broad, Room 118	

Course Description (official description from PowerCampus catalog only):

Entrepreneurship can mean the creation of new business ventures or even great ideas that reorganize existing businesses. While covering basic theories to explain and understand entrepreneurial thinking, exercises in this course focus on teamwork approaches to planning opportunities and adventures. Guest lecturers and visits from experienced entrepreneurs offer feedback. This is a hybrid course (50% in classroom, 50% online).

Goals (What are the general aims or purposes of this course? Goals reference the “why” of instruction):

1. Students will evaluate personal passions, strengths, and values and their personal mission and vision to aid in formation of new venture ideas.
2. Students will create basic new venture ideas and present them to the class.
3. Students will take a midterm test to assess their level of understanding of basic concepts and course specific information.
4. Students will create a minimal business plan on one idea per small team.
5. Students will create and give a 10-minute presentation on the team’s new venture idea.

Objectives (What are the intended results or consequences of this course? Objectives reference the “how” of instruction):

1. Recognize the individual talents and skills required for entrepreneurship.
2. Explain the difference between creation versus discovery opportunities.
3. Develop a concept for an innovative product or service.
4. Recognize obstacles to creative problem solving.
5. Identify and reach a target market.
6. Describe the elements of an effective business plan.

7. Explain the financial needs and sources of funding for a new venture.

Outcomes (What are tangible student results or consequences result from this course? Outcomes reference the “what” of instruction):

1. Personal Passions, Strengths, and Values Worksheet completed by each student
2. Personal Mission and Vision Worksheet completed by each student
3. Team created business plan
4. Team created and presented final presentation of the business idea
5. Team contract completed by the team
6. Weekly research on various components of the business plan for the team’s idea

This course is designed to help students develop in the following areas (check all that apply):

Think		Do		Reflect	
X	Knowledge base	X	Organizational skills		Observation skills
X	Research skills	X	Presentation skills		Adaptive skills
X	Analytical skills	X	Interaction skills	X	Associative skills
	Reasoning skills		Media skills		Empathy skills
X	Ideation skills		Response skills	X	Feedback skills
	Iteration skills		Mastery skills	X	Critique skills

Required Course Materials:

The course will use the Foundations of Entrepreneurship course material available on Venturehighway.com and written by Dr. Sharon Alvarez and Kevin Gadd. A license for the material costs \$49.99. This includes all reading material, online resources, and tools for the class.

If you already have an account on Venture Highway, simply log into your account and click the link to “Purchase Additional Courses”.

If you do not have an account, simply go to <https://courses.venturehighway.com/vh/registerStudent>

In either case, the **Class Code is CCADLIBA2805SPRING2015**

You will retain access to your Venture Highway account and all materials, resources, business modeling tools, etc. for two years. Our hope is that you continue to pursue your entrepreneurial dreams, and that the tools on Venture Highway prove valuable as you progress. After two years you will be given the option to purchase further access (for a low cost).

Schedule of Classes (including key events including assignments, projects due dates/exam dates):

The in-class portion of the class will typically include brief presentations or videos covering the reading material that is assigned for that class. Students should come to class having read the material for that module. There will be time during various classes to work in teams on your business plan while the instructor provides specific guidance per team.

The **Weekly Online Time** portion of the class will typically involve research or discussions in the GoStudio system. The required online time is listed below, after the in-class details.

January 14: Course Introduction

- Introductions
- Discussion of course syllabus and online materials
- Discussion about entrepreneurs and entrepreneurship

Weekly Online Time: Week 1 Forum Assignment – Research an entrepreneur**January 21: Entrepreneurial Processes**

- **Prior to class** - Read Module 1, Entrepreneurial Processes
- Discussion of types of opportunities
- Discussion of how personal passions, strengths and values can drive new venture ideas
- Discussion of Passions, Strengths, Values worksheet
- Discussion of Personal Mission and Vision worksheet

Weekly Online Time: Week 2 Forum Assignment – Interview a local entrepreneur**January 28: Applying a Discovery Process**

- **Prior to class** - Read Module 2, Applying a Discovery Process
- **Prior to class** - Read SubmitOrder.com Case Study (in Module 2)
- Discussion of Discovery type businesses
- Discussion of SubmitOrder case study

Weekly Online Time: Week 3 Forum Assignment – Discovery Type Businesses**February 4: Applying a Creation Process**

- **Prior to class** - Read Module 3, Applying a Creation Process
- **Prior to class** - Read King Crab case study (in Module 3)
- Optional - Videos of King Crab industry
- Discussion of Creation type businesses
- Discussion of King Crab case study

Assignments:

- **SUBMIT** Passions, Strengths, Values worksheet on Venture Highway
- **SUBMIT** Personal Mission and Vision worksheet on Venture Highway

Weekly Online Time: Week 4 Forum Assignment – Creation Type Businesses

February 11: Pitching Your Idea Practice

- **Prior to class** - Read “Elevator Pitch Suggestions” (in VH Documents Section)
- Discussion of elevator pitches
- In class elevator pitch practice
- Discussion of Venture Highway Business Plan Template

Weekly Online Time: Week 5 Forum Assignment – Record a video of your idea and review others

February 18: Pitching Your Idea to the Class

- Students will present 1-minute elevator pitch for their Napkin Idea
- Select top ideas and form teams around these ideas
- Begin work on Team Contract

Assignments:

- **SUBMIT** Napkin Idea on Venture Highway

Weekly Online Time: Week 6 Forum Assignment – Shark Tank

February 25: Building an Entrepreneurial Team

- **Prior to class** - Read Module 4: Building an Entrepreneurial Team
- Discussion about Teams
- Finalize Team Contracts
- Lab Time – Students will begin working on business plan, focusing on
 - Company Overview
 - Opportunity
 - Solution (Product or Service)

Weekly Online Time: Week 7 Forum Assignment – Leadership Assessment

March 4: Review

- Review for Midterm

Weekly Online Time: Week 8 Forum Assignment – What’s Your Problem?

March 11: Midterm Test

- Students will take multiple choice midterm test in class

Assignments:

- **Submit** Team Contract on Venture Highway
- **Submit** Team Picture on Venture Highway

Weekly Online Time: Week 9 Forum Assignment – The World Needs This...

Week of March 18 – No School or GoStudio Assignments due to Spring Break

March 25: Calculating Your Financial Needs

- **Prior to class** - Read Module 5: Calculating Your Financial Needs
- Review online financial forms (in blue box)
- Lab Time - Students will work on the Startup Costs worksheet

Weekly Online Time: Week 11 Forum Assignment – Money is the lifeblood of the business

April 1: Determining Your Target Market

- **Prior to class** - Read Module 6: Determining Your Target Market
- Lab Time – Students will continue working on business plan, focusing on Target Markets

Assignment: Submit Startup Cost worksheet on Venture Highway

Weekly Online Time: Week 12 Forum Assignment - Who is gonna buy this?

April 8: Acquiring Valuable Customers

- **Prior to class** - Read Module 7: Acquiring Valuable Customers
- Lab Time – Students will continue working on business plan, focusing on Sales and Marketing

Weekly Online Time: Week 13 Forum Assignment – It's really about the marketing

April 15: Competition

- **Prior to class** - Read Module 8: Evaluating Your Competition
- Lab Time – Students will continue working on business plan, focusing on Competition section

Weekly Online Time: Week 14 Forum Assignment – Who is your competition?

April 22: Funding your new venture

- **Prior to class** - Read Module 9: Funding Your New Venture
- Lab Time – Students will continue working on business plan, focusing on Financial section

Weekly Online Time: Week 15 Forum Assignment – Work as a team on your online business plan builder

April 25: SPECIAL PRACTICE DAY (optional, but highly recommended)

- I will schedule time for teams to go over their presentations and business plans. This will be at the Mind Market and I will set up 30-minute sessions for any group wishing to go over their presentation with me for advice on making it better.

April 29: Final Presentations

- The presentations will be in front of an all star panel, similar to Shark Tank

Assignment:

- **Business Plan due through Venture Highway**
- **10 minute presentation of business idea to a panel of business leaders**

Methods/weights of Evaluation (this is a list of items that will be used as the basis for calculating students' grades in the course):

Final grades for this course will be based on:

Non-Graded Assignments	10% (individual grade)
Individual in-class participation and attendance	
Passions, Strengths, Values Worksheet	
Personal Mission and Vision Worksheet	
One-Minute Napkin Idea Pitch	
Team Contracts (and team picture)	
Financial Worksheets	
Team Evaluation Ballots	
Weekly GoStudio Forum Assignments	25% (individual grade)
Midterm Exam and quizzes	25% (individual grade)
Final Team Presentation	25% (group grade)
Final Team Paper	15% (group grade)
Total	100%

Course Grading Policies (this is a list of policies regarding due dates, late submissions, standards and expectation regarding work, etc.):

Late assignments may be accepted for partial credit at the instructor's discretion.

Weekly GoStudio assignments are worth 10 points each if completed on time. Every day that the assignment is late will result in a loss of 2 points.

NO Opportunities for extra credit will be offered during the semester.

Grading Scale

A	93-100	B+	87-89	C+	77-79	D+	67-69	F	0-59
A-	90-92	B	83-86	C	73-76	D	63-66		
		B-	80-82	C-	70-72	D-	60-62		



CCAD Academic Policies:	
LEARNING SUPPORT SERVICES (see the Student Handbook for complete policy information)	ADA STATEMENT If you have a documented cognitive, physical, or psychological disability, which includes learning disabilities (LD), attention deficit disorder (ADD), depression, anxiety, or health/physical limitations, as described by Section 504 and the Americans with Disabilities Act (ADA), it is recommended that you contact Learning Support Services at 614-222-4044 ext. 3292. They will assist you in arranging appropriate accommodations with the instructor.
ACADEMIC DISHONESTY	(see the Student Handbook for complete policy information)
ATTENDANCE POLICY	Students are required to attend all classes on their schedule. (see the Student Handbook for complete policy information)
REQUESTING AN INCOMPLETE	(see the Student Handbook for complete policy information)
STUDENT CODE OF CONDUCT	The college expects students to conduct themselves in a manner consistent with the high ideals and standards that CCAD has set for its community and its students. (see the Student Handbook for complete policy)