

Course Information:	Faculty Information:
<p><b>Course Name:</b> Entrepreneurship and Design Thinking Course ENTR 3301</p> <p><b>Course Prerequisite(s):</b> None</p> <p><b>Meeting Day(s):</b> September 12 - 25, 2017 8:00 a.m. – 5:00 p.m. All days except Fridays (September 15 and 22) and Saudi National Day on September 23<sup>rd</sup></p> <p><b>Class Location:</b> <b>Meeting Room for all students on September 12, 13, 14, and 16 is LH 151 at 8:00 AM.</b> Check your schedule for your assigned section, either: Professor Gadd – Room 143 Professor Salama – Room 88</p>	<p><b>Faculty Name:</b> Kevin Gadd, Victor Salama, Hanan Al Gamdi</p> <p><b>Email:</b> <a href="mailto:kgadd@stratesphere.com">kgadd@stratesphere.com</a> <a href="mailto:Vsalama@stratesphere.com">Vsalama@stratesphere.com</a> <a href="mailto:Hgamdi@stratesphere.com">Hgamdi@stratesphere.com</a></p>

The course will use the Introduction to Entrepreneurship course material available on Venturehighway.com. This includes all reading material, online resources, and tools for the class. Students must have a tablet or laptop for use each day in class.

The **Registration URL** for the course is:

<https://courses.venturehighway.com/vh/registerStudent?courseCode=3301September2017>

The Referral Code for this course (so you won't have to pay for the material) is: 3301September2017

\*\*\*The code must be entered in both the Course Code and the Referral Code fields on the registration page on VentureHighway.com

Select your image  No file selected.

### Course Information

Course/Program Code: \*  Referral Code:

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### Payment Information

### Billing Information

☐ I agree to the [Venture Highway Terms of Service](#) \*

### Products Selected

ENT 3301 September 2017	\$69.99
Discount:	-\$69.99
TOTAL:	\$0.00

**\*\*\*Prior to the beginning of the course, please register for your Venture Highway account and read modules 1 and 2 of the reading material.**

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).

**Course Description:**

*Entrepreneurship and Design Thinking* is a course that examines the issues facing entrepreneurs and their business ventures. The course provides a broad spectrum of topics across many business disciplines and gives the student an understanding of both the theoretical and real-world tools used by today's entrepreneurial business leaders in achieving success in today's global business environment. The course also explores aspects of entrepreneurship including writing business plans, making investor presentations, and bringing the company to life.

***This course is extremely experiential. We learn by doing, and having fun along the way!***

**Goals:**

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 learn to look for new business opportunities in the world around them and to evaluate these opportunities to become a viable business.
3. Students will do a daily review to assess their level of understanding of basic concepts and course specific information.
4. Students, in teams, will create a Business Model Canvas, and write a minimal business plan (executive summary).
5. Students, in teams, will create and give a presentation on their business idea.

**Objectives:**

1. Recognize the individual talents and skills required for entrepreneurship.
2. Develop a concept for a new business. This could be an innovative new idea, or a small business based on the individual creative skills of the student.
3. Understand design thinking in terms of ideation and product development.
4. Recognize obstacles to creative problem solving.
5. Identify and reach a target market.
6. Describe the elements of a Business Model Canvas and a business plan.
7. Explain the financial needs and sources of funding for a new business.

**Outcomes:**

1. Entrepreneurial Mindset Profile
2. Personal Passions, Strengths, and Values Worksheet completed by each student
3. Personal Mission and Vision Worksheet completed by each student
4. Multiple potential business ideas with one being chosen as the most promising
5. Executive Summary of a new business
6. Final presentation of the business idea
7. Pre and Post Knowledge Assessment

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	X	Observation skills
X	Research skills	X	Presentation skills	X	Design Thinking 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:

### Daily Schedule

Each Day will include Snack and Coffee Time, Prayer Breaks, and Lunch

Prior to starting the class, please sign up for your Venture Highway Online material and read modules 1 and 2 to prepare for the first day's discussion.

#### Day 1 - Understanding Entrepreneurs

- Introduction, review of syllabus, Venture Highway demonstration
- Module 1 discussion
- Discussion on what is an entrepreneur? How would you define entrepreneurship? What are other names for an entrepreneur?
- Presentation of Module 2 Content
- Breakout into rooms, discuss content, syllabus, schedule
- Research and write a short summary of an entrepreneur, discuss and present
- Guest speaker
- Daily reflection/thought of the day/
- **Read Module 3 for tomorrow**

#### Day 2 – Ideation and Innovation

- Review of yesterday's information
- Module 3 discussion
- Ideation and Teamwork Challenge
- Challenge Discussion
- Passions Strengths and Values, Personal Vision and Mission Worksheets
- Let's get out of the building! – Looking for Opportunities
- Discussion of opportunities – record 3 - 5 ideas on the VH Opportunity Research Worksheet
- Daily reflection/thought of the day/
- **Read Modules 4 and 5 for tomorrow**

#### Day 3 – Customer Discovery

- Review of yesterday's information
- Module 4 discussion
- Module 5 discussion
- Napkin Idea discussion

- Finalize 3 - 5 Opportunities on VH
- Business models of known companies discussion
- Customer Discovery Activity – getting feedback on your opportunities
- Pitches on known companies
- Practice Pitching with Feedback
- Daily reflection/thought of the day/
- **Record your Napkin Idea and prepare your 60 second pitch, Read Module 6 for tomorrow**

#### **Day 4 – Pitch and Team Day**

- Review of yesterday's information
- Module 6 discussion
- Guest speaker
- Napkin Idea Pitches
- Napkin Idea Voting and Job Fair
- Team meeting, contract, pictures
- What's next?
- Daily reflection/thought of the day/
- **Read Module 7 for tomorrow**

#### **Day 5 – Know Your Market**

- Show up to your assigned classroom with your team
- Review of yesterday's information
- Discuss Target Markets (Module 7)
- Target Market Activity
- Team Time to discuss your target market
- Discuss competition (Module 7)
- Competition Activity
- Team Time to discuss your competition
- What's next?
- Daily reflection/thought of the day/
- **Read Module 8 for tomorrow**

#### **Day 6 – Build Your Product**

- Show up to your assigned classroom with your team
- Review of yesterday's information
- Module 8 discussion
- Business Model Canvas discussion
- Design Thinking Activity
- Team Time - Use design thinking to design your product
- Team Time – Build your MVP
- Guest speaker
- Daily reflection/thought of the day/
- **Read Module 9 for tomorrow**

#### **Day 7 – Sales and Marketing**

- Show up to your assigned classroom with your team

- Review of yesterday's information
- Marketing discussion (Module 9)
- Marketing Mix Exercise
- New Marketing Opportunity Exercise
- Team Time – Design your marketing mix, marketing plan, continue product development
- Team Time – work on your sales process
- Daily reflection/thought of the day/
- **Read Finance Modules – Costs of Doing Business and Revenue for tomorrow**

#### **Day 8 – It's All About the Money**

- Show up to your assigned classroom with your team
- Review of yesterday's information
- Startups costs discussion
- Startup Costs exercise
- Costs of Doing Business
- Best of Breed
- Cost projections, P & L Statement
- Team Time – work on P & L
- Revenue Types and Revenue Models vs Business Models
- Pricing and revenue strategies
- Bootstrapping
- Daily reflection/thought of the day/
- **Read Module 11 for tomorrow**

#### **Day 9 – Prep to Pitch Day**

- Show up to your assigned classroom with your team
- Review of yesterday's information
- Module 11 discussion
- Practice pitches
- Team Time – Prep for final presentation
- Coaching time
- What's next?
- Daily reflection/thought of the day/
- **Finalize all assignments, get ready to pitch!**

#### **Day 10 – Final Presentations**

- Final event will happen at Jeddah Chamber of Commerce facility
- New Business Demo Day presentations
- Discuss class outcomes