



NEW VENTURE CREATION SYLLABUS



Content by
My New Enterprise

In partnership with
MyEducator.com

New Venture Creation

Instructor:

Office:

Phone:

Email:

Office hours:

Course Materials

Students will purchase online learning materials which include readings, videos of entrepreneurs, assessment tools, planning exercises, a pre-exam, quizzes and a final exam hosted on MyEducator.com (course link to be provided).

Course Overview:

The skills of entrepreneurship are becoming more and more significant for a number of reasons: First, technology is replacing jobs in nearly every industry at an accelerated rate. Second, many of us want the more attractive lifestyle that smaller communities offer. And third, our buying preferences are shifting from the large conglomerates to smaller, local businesses. In this course you will see videos of many entrepreneurs who have build successful companies. They will teach you what they have done and how they have done it. You will learn from many experts in product development, marketing, funding, team building and launching new ventures. You will also implement your own business ideas through written exercises and learning materials contained within the curriculum.

The knowledge and skills you develop during this course will help you throughout your career. Even if you are not planning to start a new business, entrepreneurial skills can benefit all types of organizations: large corporations, educational institutions, governments, and non-profit entities. In our rapidly changing world, entrepreneurship is the leadership model for today and the future. As you develop new venture leadership skills you can make great things happen in any organization.

Course Objectives:

1. To discover your purpose, passion and perseverance.
2. To assess your own knowledge and skillsets.
3. To learn to generate and evaluate new business opportunities.
4. To understand team building and mentorship.
5. To learn the value of resources you already have available to you.
6. To understand all your potential funding options.
7. To learn about a business model that generates money.
8. To understand how to find, evaluate and buy a business or franchise

Course Grading:

You will receive a grade in this course based on how you perform in the following areas:

1. **Written Answers:** Throughout the course you will provide written answers in every unit. These answers will form the basis for the business model you will develop.
2. **Unit Quizzes:** At the end of each unit you will take a brief quiz to see how well you understand the material that has been covered.
3. **Final Exam:** At the beginning of the course you will take a pre-exam to determine what you already know about entrepreneurship. This pre-exam will not be graded. At the end of the course you will retake this exam and it will be graded.
4. **Written Paper:** During the course you will develop a business model for your new venture. You will describe your model in a final paper which will be 8 to 10 pages in length including cover page and any tables or graphs you include. Most of the content for this paper can be taken from the written answers you provide in the units.

Grades for the course will be given based on the following scale:

- 94 to 100 Percent = A
- 90 to 93 Percent = A-
- 87 to 89 Percent = B+
- 84 to 86 Percent = B
- 80 to 83 Percent = B-
- 77 to 79 Percent = C+
- 74 to 76 Percent = C
- 70 to 73 Percent = C-
- 60 to 69 Percent = D
- Below 60 Percent = F

Feel free to contact your instructor for this course with any questions or concerns you may have. Good luck learning the skills of entrepreneurship

Course Schedule (optional schedule based on a 14 week class)

- Week 1: Introduction to professor and class members
- Week 2: Unit 1 - Introduction to New Venture Creation & Pre-Assessment
- Week 3: Unit 2 - Finding Your Purpose, Passion and Perseverance
- Week 4: Unit 3 - Building on What You Already Know
- Week 5: Unit 4 - Launching a True Business Opportunity
- Week 6: Unit 5 - Developing Your Supporting Cast
- Week 7: Unit 6 - Maximizing All of Your Resources
- Week 8: Unit 7 - Exploring Potential Funding Sources
- Week 9: Unit 8 - Developing Your Business Model
- Week 10: Unit 9 - Buying a Business or Franchise
- Week 11: Unit 10 - Summary of Course: final paper and exam
- Week 12: Class presentations and/or final exam
- Week 13: Class presentations and/or final exam
- Week 14: Class presentations and/or final exam

Course Outline:

Unit 1: Introduction to New Venture Creation

- a. Introduction to Course (Video)
- b. Grading for the Course (Written)
- c. The Future of Work (Video)
- d. The Need for Entrepreneurship (Written)
- e. Pre-Assessment (Exam)

Unit 2: Finding Your Purpose, Passion and Perseverance

- a. Introduction to Unit (Video)
- b. Entrepreneurs Discuss Importance of Purpose (Video)
- c. The Power of Purpose in Your Business (Written)
- d. Entrepreneurs Discuss the Power of Passion (Video)
- e. Entrepreneurs Discuss the Importance of Perseverance (Video)
- f. Assessing Your Passion and Perseverance (Written)
- g. Entrepreneurs Discuss Maintaining Passion and Perseverance (Video)
- h. Strategies for Maintaining Passion and Perseverance (Written)
- i. Entrepreneur Video (Dan Clark)
- j. Applications from the Entrepreneur Video (Written)
- k. Assessment for Unit (Quiz)

Unit 3: Building on What You Already Know

- a. Introduction to Unit (Video)
- b. Entrepreneurs Discuss Building on What You Know (Video)
- c. Introduction to Exercises (Video)

- d. Generating Business Ideas (Written)
- e. Entrepreneur Video (Nicole DeBoom)
- f. Applications from the Entrepreneur Video (Written)
- g. Assessment for Unit (Quiz)

Unit 4: Launching a True Business Opportunity

- a. Introduction to Unit (Video)
- b. Entrepreneurs Discuss Needs (Video)
- c. Evaluating Your Need (Written)
- d. Entrepreneurs Discuss Experience (Video)
- e. Evaluating Your Experience (Written)
- f. Entrepreneurs Discuss Resources (Video)
- g. Evaluating Your Resources (Written)
- h. Entrepreneurs Discuss Customers (Video)
- i. Evaluating Your Buying Customers (Written)
- j. Entrepreneurs Discuss Business Models (Video)
- k. Evaluating Your Business Model (Written)
- l. Entrepreneur Video (Dave Twombly)
- m. Applications from the Entrepreneur Video (Written)
- n. Assessment for Unit (Quiz)

Unit 5: Developing Your Supporting Cast

- a. Introduction to Unit (Video)
- b. Assessing Your Team Needs (Printed Assessment)
- c. Entrepreneurs Discuss Building a Brain Trust (Video)
- d. Developing Your Brain Trust (Written)
- e. Entrepreneurs Discuss Building a Team (Video)
- f. Developing Your Core Team (Written)
- g. Entrepreneur Video (Justin Gold)
- h. Applications from the Entrepreneur Video (Written)
- i. Assessment for Unit (Quiz)

Unit 6: Maximizing All of Your Resources

- a. Introduction to Unit (Video)
- b. Entrepreneurs Discuss Creating More with Less (Video)
- c. Introduction to Bootstrapping (Video)
- d. Entrepreneurs Discuss Bootstrapping (Video)
- e. Strategies for Effective Bootstrapping (Written)
- f. Taking Inventory of Your Resources (Written)
- g. Creating Your Initial Launch Strategy (Written)
- h. Entrepreneur Video (Allen Lim)
- i. Applications from the Entrepreneur Video (Written)
- j. Assessment for Unit (Quiz)

Unit 7: Exploring Potential Funding Sources

- a. Introduction to Unit (Video)
- b. Entrepreneurs Discuss Debt Financing (Video)
- c. Sources of Debt Financing (Written)
- d. Criteria for Securing Loans (Written)
- e. Introduction to Equity Financing (Video)
- f. Entrepreneurs Discuss Equity Financing (Video)
- g. Sources of Equity Financing (Written)
- h. Assessing Potential Funding Options (Written)
- i. Entrepreneur Video (Brock Blake)
- j. Applications from the Entrepreneur Video (Written)
- k. Assessment for Unit (Quiz)

Unit 8: Developing Your Business Model

- a. Introduction to Unit (Video)
- b. Entrepreneurs and Experts Discuss Business Model (Video)
- c. Components of a Business Model (Written)
- d. Types of Business Models (Written)
- e. Outlining Your Business Model (Written)
- f. Introduction to Pivoting (Video)
- g. Entrepreneurs Discuss Pivoting (Video)
- h. Pivoting to Gain Initial Traction (Written)
- i. Entrepreneur Video (Chris Michel)
- j. Applications from the Entrepreneur Video (Written)
- k. Assessment for Unit (Quiz)

Unit 9: Buying a Business or Franchise

- a. Introduction to Unit (Video)
- b. Entrepreneurs Discuss Buying a Business (Video)
- c. Issues to Consider When Buying a Business (Written)
- d. Entrepreneurs Discuss Buying a Franchise (Video)
- e. How to Evaluate Franchises for Sale (Written)
- f. Business or Franchise Buying Exercise (Written)
- g. Entrepreneur Video (Jeff Pedersen)
- h. Applications from the Entrepreneur Video (Written)
- i. Assessment for Unit (Quiz)

Unit 10: Summary of Course

- a. Summary of Overall Content (Video)
- b. Final Assessment for Course (Exam)
- c. Final Paper for the Course (Written)