

Principles of Innovation and Entrepreneurship -ENTR-3000 – Spring 2024 - Jack M. Wilson

Schedule: -Subject to change at any time to be announced on the Blackboard system.

Live Chat each **Tuesday evening at 8 pm beginning on January 16.**

Week	Dates	Notes
1	1/16-1/21 Live Chat Tue	CTWE-Ch. 1- Meet Some Entrepreneurs CTWE-Ch. 2- Why Entrepreneurship matters
2	1/22-1/28 Live Chat Tue	CTWE-Ch.3 – iLinc CTWE-Ch. 4- Recognizing Opportunities & Case: iLinc Case -
3	1/29-2/4 Live Chat Tue	CTWE-Ch.5 – Social Entrepreneurship CTWE- Ch. 6- Business models &Case: Invisawear/Flare
4	2/5-2/11 Live Chat Tue	CTWE-Ch. 7- Lean Launchpad & Business Model Canvas & Case: Privo Tech CTWE-Ch. 8- Organizing, Planning, and Pitching
5	2/12-2/18 Live Chat Tue	CTWE-Ch. 9- Financing the venture – Exam 1 (Ch1-9) Due Sunday Case: FTX: Crypto Ethics and Legal
6	2/19-2/25 Live Chat Tue	CTWE- Ch. 10 Building your team Case: Google CTWE-Ch. 11- Needs, Pain, and Solutions Case: DailyWorth and Amanda Steinberg
7	2/26-3/3 Live Chat Tue	CTWE-Ch. 12- New Product Development CTWE-Ch. 13- Intellectual Property & Case: Theranos : From Billionaire to jail
	3 /4-3/10	Spring Break
8	3/11-3/17 Live Chat Tue	CTWE-Ch. 14- Marketing Case: John Pulichino and Joy Tong-Group III International
9	3/18-3/24 Live Chat Tue	CTWE-Ch. 15- Entrepreneurship is Global Case: Harish Hande-SELCO-India Term Project due midnight Sunday - end of week- Hybrid Bus. Plan
10	3/25-3/31 Live Chat Tue	Semester Review Sheet of complete Semester - Final Exam due by Sunday at midnight

Assigned reading assignments are from Wilson “**Changing the World: Entrepreneurship**” (CTWE) and are on Blackboard or may be found at: <http://www.jackmwilson.net/Entrepreneurship/Principles/index.html>

Key activities that you need to pay attention to in this course in order to get a good result.

Each week:

1. Read the assignments on the schedule and **syllabus**.
2. Answer the questions on the Blackboard “**Discussion Board**”.
3. Take the “Check your knowledge” **quiz** after doing the reading. **You cannot go on to the next week until you pass this quiz with 100%**. You may have to take it several times.
4. Each Tuesday at 8 pm will be a live on line “**Chat**” on Blackboard. It is designed to allow you to ask questions directly and to get an overview of the week. This is optional and not required. It is also recorded and can be viewed later.

Week 5: Mid-term Exam is given in week 5! Remember, in order to get to, and see, week five, you will have had to pass all the quizzes in the prior weeks!

Week 9: Individual Project Paper of a Hybrid Business Plan is due in week 9.

Week 10: Final Exam is taken in week 10.