

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

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

Live Chat **Wednesday 4 Sept and then each Tuesday evening at 8 pm beginning on 10 Sept.**

Week	Dates	Notes
1	9/4-9/8 Live Chat Wed	CTWE-Ch. 1- <a href="#">Meet Some Entrepreneurs</a> CTWE-Ch. 2- <a href="#">Why Entrepreneurship matters</a>
2	9/9-9/15 Live Chat Tue	CTWE-Ch.3 – <a href="#">Linc</a> CTWE-Ch. 4- <a href="#">Recognizing Opportunities</a> & Case: <a href="#">Linc Case</a> -
3	9/16-9/22 Live Chat Tue	CTWE-Ch.5 – <a href="#">Social Entrepreneurship</a> CTWE- Ch. 6- <a href="#">Business models</a> &Case: <a href="#">Invisawear/Flare</a>
4	9/23-9/29 Live Chat Tue	CTWE-Ch. 7- <a href="#">Lean Launchpad &amp; Business Model Canvas</a> & Case: <a href="#">Privo Tech</a> CTWE-Ch. 8- <a href="#">Organizing, Planning, and Pitching</a>
5	9/30-10/6 Live Chat Tue	CTWE-Ch. 9- <a href="#">Financing the venture</a> – <b>Exam 1 (Ch1-9) Due Sunday</b> Case: <a href="#">FTX: Crypto Ethics and Legal</a>
6	10/7-10/13 Live Chat Tue	CTWE- Ch. 10 <a href="#">Building your team</a> Case: <a href="#">Google</a> CTWE-Ch. 11- <a href="#">Needs, Pain, and Solutions</a> Case: <a href="#">DailyWorth and Amanda Steinberg</a>
7	10/14-10/20 Live Chat Tue	CTWE-Ch. 12- <a href="#">New Product Development</a> CTWE-Ch. 13- <a href="#">Intellectual Property</a> & Case: <a href="#">Theranos</a> : From Billionaire to jail
8	10/21-10/27 Live Chat Tue	CTWE-Ch. 14- <a href="#">Marketing</a> Case: <a href="#">John Pulichino and Joy Tong-Group III International</a>
9	10/28-11/3 Live Chat Tue	CTWE-Ch. 15- <a href="#">Entrepreneurship is Global</a> Case: <a href="#">Harish Hande- SELCO-India</a> <b>Term Project</b> due midnight Sunday - end of week- Hybrid Bus. Plan
10	11/4-11/10 Live Chat Tue	<a href="#">Semester Review Sheet</a> of complete Semester - <b>Final Exam</b> 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.