ENTREPRENEURSHIP AND THE LIBERAL ARTS
Monday- Friday, 3:30 PM – 5:15 PM SEIGLE 305

INSTRUCTOR: Matilda Thomas
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OFFICE HOURS: By appointment

REQUIRED TEXT Entrepreneurship: The Practice and Mindset
Heidi Neck
ISBN 978-1-4833-8352-1

OTHER READING Throughout the semester, I will distribute additional reading or online links that are relevant to our classroom discussions.

COURSE DESCRIPTION It is a little-known truth that more entrepreneurs come out of the Arts & Sciences than any other college. This course will examine the creative and innovative qualities developed in liberal arts that are crucial to the success of the entrepreneur.

CLASS GOALS We will read and discuss the careers of many entrepreneurs, and identify the traits that contributed to their success. We will discuss the idea of an entrepreneur as an agent of change. We will explore topics relevant to the work of entrepreneurs, such as branding, company culture, innovation, creativity, the spread of ideas, and failure. Additionally, you will become familiar with the concepts of social entrepreneurship, start-up financing, and pitching to a constituency.

READING Assigned reading should be completed before the next class, unless otherwise specified.

ATTENDANCE Participation in class discussion is mandatory. Attendance is expected.

GRADES Your grade will be determined as follows:
- Homework Assignment 30%
- Class participation (including attendance) 15%
- Midterm test 15%
- Final GROUP project and Presentation 30%.
- STL Ecosystem Assignment 10%
ASSIGNMENT SUBMISSION
Assignments should be handwritten or typed out on an A4 page and submitted at the start of class on the due date. Late work would not be accepted.

INTEGRITY
All students are expected to adhere to high standards of academic integrity. All work presented as original must, in fact, be original. Ideas and contributions of others must always be appropriately acknowledged. You are expected to adhere to the University’s official policy on academic integrity at all times. If you have any questions about working within this policy, please discuss with me. Violations of this policy will be referred to the College of Arts & Science’s academic integrity office.

ADDITIONAL ASSISTANCE
Please take advantage of the resources at Cornerstone: The Center for Learning. Cornerstone offers individual tutoring, workshops and advice on both coursework and studying/time management skills. The Writing Help Desk at Cornerstone provides free writing tutoring. If your work requires special accommodations because of a disability, please contact the Disability Resource Center at Cornerstone to make arrangements.

COURSE CALENDAR
The course calendar is designed as our guideline of topics throughout the semester. I will adjust it as needed to accommodate the pace of subject mastery and to take advantage of unforeseen opportunities.

STL ECOSYSTEM ASSIGNMENT
The goal of this assignment is to help you learn more about the St. Louis entrepreneurship ecosystem. You can attend an event or interview an entrepreneurial support organization (ESO) leader. See www.eqstl.com for an interactive map or ESOs and a calendar of events.

Document your attendance of an ecosystem event (take a photo and share a brief bullet point summary about the activity was and what you observed.) If you are unable to attend an event, please contact an ESO leader to schedule a 15-20 minute interview. The interview can be in-person or via phone/video chat. If you will be meeting in-person, please select a public venue such as a coffee shop. While you can share the email questions in advance, do not ask them to reply via email. The assignment can be submitted at any time before and no later than Friday, August 10 unless otherwise approved.
Two regular weekly events:

1. Venture Café at @4240 (Duncan) every Thursday 3-8pm – http://www.vencafstl.org/

   You can take Metro to the CWE stop and use the Cortex shuttle to get to Venture Café:

2. 1MC (One Million Cups) – every Wednesday at T-Rex
   http://www.1millioncups.com/stlouis

FINAL GROUP PROJECT

The top 4 or 5 ideas from the idea pitch would be further developed throughout the semester in groups of 4 or 5 students each. The expectation is that students would use the skills learned from this class to analyze and develop the business idea and create a business model and final pitch deck that would be presented at the end of the semester. Each presentation should be a minimum of 8 minutes long and no more than 12 minutes. Each group would have a Q&A session at the end of their presentations. The use of PowerPoint slides is encouraged.
COURSE CALENDAR

WEEK 1: Introduction to Entrepreneurship

Day 1: Monday, July 16
- Assignment due: Submit online what you hope to get out of this class.
- Textbook Reading: None
- Introductions & ice-breaker
- Discussion: Personal goals for the class
- Course outline explained
- Grading system explained
- Overview of STL entrepreneurship ecosystem

Day 2: Tuesday, July 17
- Assignment due: Submit online what entrepreneurship means to you
- Textbook Reading: Chapter 1
- Introduction to innovation and entrepreneurship
- Types of entrepreneurship
- Myths and misconceptions about entrepreneurship

Day 3: Wednesday, July 18
- Assignment due: Watch assigned videos and write a ½ page reflection about it
- Textbook Reading: Chapter 2
- The entrepreneurial skillset
- The practice of entrepreneurship
- Discussion of videos

Day 4: Thursday, July 19
- Assignment due: Come ready to give a 2-minute elevator pitch of your entrepreneurial idea.
- Textbook Reading: Chapter 3
- Pitching an entrepreneurial idea
- Formation of groups for final project
- In-class video examples of pitches
- Entrepreneurial mindset

Day 5: Friday, July 20
- Assignment due: Read and analyze the case of the week. Read assigned articles.
- Textbook Reading: Chapter 11
- Failure during the process
- Case and article discussion
WEEK 2: Creating and Finding Opportunities

Day 6: Monday, July 23
- **Assignment due:** Watch assigned videos and write a ½ page response.
- **Textbook Reading:** Chapter 5
- Generating new ideas and finding opportunities
- Group activity

Day 7: Tuesday, July 24
- **Assignment due:** Watch assigned videos and write a ½ page response.
- **Textbook Reading:** Chapter 6
- Design thinking
- Discussion of videos
- Guest speaker- TBD
- Explain Thursday’s assignment

Day 8: Wednesday, July 25
- **Assignment due:** Watch assigned videos about entrepreneurial testing or prototyping. Start working on Thursday’s assignment
- **Textbook Reading:** Chapter 7
- Testing and experimentation
- Bottom-up research
- Storyboarding

Day 9: Thursday, July 26
- **Assignment due:** Create a storyboard OR come up with an experiment/research plan for your entrepreneurial idea from day 4.
- **Textbook Reading:**
  - Discussion of homework ideas
  - Discuss article
  - In-class exercise

Day 10: Friday, July 27
- **Assignment due:** Read and analyze the case of the week
- **Textbook Reading:** None
- Case discussion
- Summary of the week’s lessons
- Midterm test
WEEK 3: Evaluating and Acting on Opportunities

Day 11: Monday, July 30
- **Assignment due:** Watch assigned videos and write a ½ page response.
- **Textbook Reading:** Chapter 8
- What is a business model?
- Customer Value Proposition
- Customer Segments

Day 12: Tuesday, July 31
- **Assignment due:** Watch assigned videos and write a ½ page response.
- **Textbook Reading:** Chapter 9
- Planning tools
- Pitch decks
- Business plans
- In-class exercise and discussion

Day 13: Wednesday, August 1
- **Assignment due:** Watch assigned videos and develop an income statement for assigned reading.
- **Textbook Reading:** Chapter 10
- Revenue models and types
- Revenue and cost drivers
- Income statement

Day 14: Thursday, August 2
- **Assignment due:** How would you go about making money or setting the price for your venture from day 4? Describe this in 1 page.
- **Textbook Reading:** Chapter 10
- Pricing strategy
- Setting prices
- In-class activity

Day 15: Friday, August 3
- **Assignment due:** Read and analyze the case of the week. Write a ½ page response.
- **Textbook Reading:** None
- Case discussion
- Summary of the week’s lessons
- Designated time to work on group project
WEEK 4: Resourcing New Opportunities

Day 16: Monday, August 6
- Assignment due: Watch assigned videos and read articles.
- Textbook Reading: Chapter 12
- Raising money
- Bootstrapping vs. Crowdfunding vs. Crowdsourcing
- In-class case and discussion

Day 17: Tuesday, August 7
- Assignment due: Listen to assigned podcast and watch video.
- Textbook Reading: Chapter 13
- Financing a venture
- Equity vs. Debt
- Valuation

Day 18: Wednesday, August 8
- Assignment due: Watch assigned videos and read articles.
- Textbook Reading: Chapter 13
- Seed, Angel, Venture Capital, Series A
- Entrepreneur’s dilemma
- Class discussion on readings

Day 19: Thursday, August 9
- Assignment due: Watch assigned videos and read articles.
- Textbook Reading: Chapter 15
- Intellectual property
- Common IP traps
- Class discussion on reading.

Day 20: Friday, August 10
- Assignment due: Read and analyze the case of the week. Write a ½ page response.
- Textbook Reading: Chapter 15
- Types of Legal structures
- Discussion of case
- Designated time to work on group project
WEEK 5: Wrap-up

Day 21: Monday, August 13
- Assignment due: Read assigned articles and write a ½ page response.
- Textbook Reading: Chapter 4
- Social entrepreneurship
- Guest speaker- TBD

Day 22: Tuesday, August 14
- Assignment due: Read assigned articles and write a ½ page response.
- Textbook Reading: Chapter 14
- Building networks
- Building a team
- Designated time to work on group project
- In-class activity

Day 23: Wednesday, August 15
- Assignment due: TBD
- Textbook Reading: None
- Disruptive Innovation
- Building a legacy
- Measuring impact
- Designated time to work on group project

Day 24: Thursday, August 16
- Assignment due: Come ready to present the final group project
- Textbook Reading: None
- Group project presentations and feedback
- End of semester recap
Links to Articles, Videos, and Podcasts

Day 3: Wednesday, July 18
- Why tech needs the humanities:
  https://www.ted.com/talks/eric_berridge_why_tech_needs_the_humanities
- Creative problem solving in the face of extreme limits:
  https://www.ted.com/talks/navi_radjou_creative_problem_solving_in_the_face_of_extreme_limits

Day 5: Friday, July 20
- Case of the week - TBD

Day 6: Monday, July 23
- The art of innovation- Guy Kawasaki: https://www.youtube.com/watch?v=Mtjatz9r-Vc
- The surprising habits of original thinkers | Adam Grant:
  https://www.youtube.com/watch?v=fxbCHn6gE3U

Day 7: Tuesday, July 24
- How It Works: Design Thinking: https://www.youtube.com/watch?v=pXtN4y3O35M
- Stanford Webinar - Design Thinking = Method, Not Magic:
  https://www.youtube.com/watch?v=vSuK2C89yjA
- Design Thinking. Bringing Empathy and Collaboration to Your Designs:
  https://www.youtube.com/watch?v=2-tQJ9RHKRw

Day 8: Wednesday, July 25
- Steve Blank: Why You Must Test Your Hypotheses:
  https://www.youtube.com/watch?v=_w-NUOjwMto
- Jeff Dyer, coauthor of The Innovator's Method, on testing new ideas inside organizations:
  https://www.youtube.com/watch?v=iYTHpfMUzhI
- Laura Klein: Identify and Validate Your Riskiest Assumptions:
  https://www.youtube.com/watch?v=SrzJqsedjC0

Day 10: Friday, July 27
- Case of the week- TBD
Day 11: Monday, July 30

- 3 Ways to Identify Your Customer Segment: https://www.youtube.com/watch?v=_OKmGVLzZcg
- Total Available Market - How to Build a Startup: https://www.youtube.com/watch?v= -N5u7i_Vgk
- Positioning, Segmentation and Differentiation: https://www.youtube.com/watch?v= 0vFXLA6YW0
- Alexander Osterwalder: Mapping Customer Pains to Value Proposition: https://www.youtube.com/watch?v=xTtvwAmjais&list=PLpb0jDac6P54wNv-ilHxfQyBHzfHljEzR
- Prof. Deva Rangarajan: Customer Value Proposition: https://www.youtube.com/watch?v=m6wTQPZV2VY&list=PLpb0jDac6P54wNv-ilHxfQyBHzfHljEzR&index=2

Day 12: Tuesday, July 31

- The business model canvas: https://www.youtube.com/watch?v=JP0cUBWTgpY

Day 13: Wednesday, August 1

- Assigned reading for income statement- TBD
- Assignment: Watch Videos – Revenue Model
  https://www.youtube.com/watch?v=Lbfj7YfchSY
  https://www.youtube.com/watch?v=2th1x-KuXZI
  https://www.youtube.com/watch?v=Gi8qSL6I9cE
- Pricing Strategy
  https://www.youtube.com/watch?v=mnm0ccYPiU
  https://www.youtube.com/watch?v=bKj1_AQpC7k

Day 15: Friday, August 3

- Case of the week- TBD

Day 16: Monday, August 6

- 3 Things you learn from bootstrapping your business: https://www.entrepreneur.com/video/273101
- The unique value of crowdfunding: https://hbr.org/2016/04/the-unique-value-of-crowdfunding-is-not-money-its-community
Day 17: Tuesday, August 7
- How to divide an imaginary pie: https://www.gimletmedia.com/startup/3-how-to-divide-an-imaginary-pie
- Entrepreneurship- Debt vs. equity: https://www.youtube.com/watch?v=6wBIWqNGyU
- How to value a start-up: https://www.youtube.com/watch?v=x9am6SvsT8I

Day 18: Wednesday, August 8
- Assigned reading for Entrepreneur’s dilemma- TBD
- Funding rounds explained: https://www.youtube.com/watch?v=677ZtSMr4-4

Day 19: Thursday, August 9
- Patents : https://www.youtube.com/watch?v=RrN7IxvAJto
- Trademarks: https://www.youtube.com/watch?v=3gWaAJR5L18
- Copyrights: https://www.youtube.com/watch?v=Tamoj84j64I&list=PL8dPuuaLjXtMwV2btpcij8S3YohW9gUGN&index=2

Day 20: Friday, August 10
- Case of the week- TBD

Day 21: Monday, August 13
- Can Social Enterprise Ever Be Big Enough to Change the World?: https://www.huffingtonpost.co.uk/rajeeb-dey/social-enterprise_b_9505608.html?guccounter=1
- Why social entrepreneurship has become a distraction: it’s mainstream capitalism that needs to change: https://oxfamblogs.org/fp2p/why-social-entrepreneurship-has-become-a-distraction-its-mainstream-capitalism-that-needs-to-change/

Day 22: Tuesday, August 14
- Understanding the power of networking: https://www.youtube.com/watch?v=xgfN9RdkckY
- Supercharged networking using twitter: https://www.youtube.com/watch?v=GzPF6FpTS4