Course Title: Develop Your Entrepreneurial Mindset and Skills
Course Code: WSP 98
Instructor: Areen Shahbari, MBA

Course Summary:

The objective of this course is for you to develop your entrepreneurial mindset and skills, and to use creativity and innovation tools to come up with business ideas that solve real-world problems. Class sessions will be mixed in format, to include interactive lectures, discussions, video clips, and in-class activities and presentations. Much of the learning in this course will occur in class as you share your experiences, questions, and analysis with each other. This course requires active participation of all students in the class.

The objectives for this course are for you to be able to:

- Assess your mindset strengths and weaknesses
- Align your mindset with your entrepreneurial goals
- Use creativity and innovation tools to come up with new business ideas that solve real-world problems
- Enhance your pitching skills
- Use persuasion models and tactics to attract the resources you need to build a successful startup
- Hone your ability to embrace challenges
- Increase your entrepreneurial confidence

*Please see course page for full description and additional details.

Grade Options and Requirements:

- No Grade Requested (NGR)
  - This is the default option. No credit shall be received; no proof of attendance can be provided.
- Credit/No Credit (CR/NC)
  - Students must attend both class sessions, arrive on time and stay until the end of both classes.
- Letter Grade (A, B, C, D, No Pass)
  - Not available

*Please Note: If you require proof that you completed a Continuing Studies course for any reason (for example, employer reimbursement), you must choose the Credit/No Credit option. Courses taken for NGR will not appear on official transcripts or grade reports.
Tentative Outline (Subject to Change):

Day 1

• Adopt A Strong Entrepreneurial Mindset
  o Assess your current entrepreneurial mindset
  o Align your mindset with your entrepreneurial goals
  o Increase your entrepreneurial confidence

• Develop Essential Entrepreneurial Skills I
  o Use creativity, innovation, and ideation tools to come up with new business ideas
  o Assess the feasibility, desirability and viability of your ideas

Day 2

• Develop Essential Entrepreneurial Skills II
  o Apply innovation tactics to build a competitive advantage
  o Use persuasion principles and models to communicate effectively with different stakeholders

• Build and Deliver A Killer Pitch
  o Build your pitch using persuasion principles and models
  o Deliver your pitch with confidence
  o Give, receive, and incorporate feedback to strengthen your pitch