Course Title: entrepreneurship: From Ideas to Funding  
Course Code: BUS 65 W  
Instructor: David Winikoff  

Course Summary:  
Each weekly module typically includes the following components:  

- **Media**: Every week has a set of required videos and readings. If you have time and would like to learn more about the topics addressed in a module, consider reviewing the supplemental materials as well.  

- **Discussions**: There will be a weekly discussion that provides you the opportunity to discuss the topics addressed in the weekly lesson. There is also a “General Class Comments and Questions” discussion that is open throughout the course. This is a great place to post thoughts or questions related to the course topics, that don’t seem to fit in any of the other discussions. Or, questions about the structure of the course, assignment expectations, class grading requirements, and so on.  

- **Project**: You will be working as part of a team on an innovation project, which will culminate in a mock Pitch session for funding/resources from a potential investor/stakeholder. Week-by-week your team will be utilizing the approaches and techniques that we discuss to first generate a new product idea and then build a plan for implementation. Students often consider this the most useful aspect of this course. While the goal is to model the activities of a real start-up, work on the project should only require a few hours of time per week.  

- **Class Meetings/Zoom Sessions**: A live class meeting will be held each week. The sessions are optional and will be recorded for people who are unable to attend. Please refer to the “Class Meeting/Zoom Session” page each week for specific information (e.g., day and time, agenda, and connection information) regarding the meeting for that particular week. The meetings are conducted using Zoom, a video-conference application.  

*Please see course page for full description and additional details.*
Grade Options and Requirements:

- **No Grade Requested (NGR)**
  - This is the default option. No work is required; no credit shall be received; no proof of attendance can be provided. (Not suitable for those requiring proof of attendance/completion.)

- **Credit/No Credit (CR/NC)**
  - To earn credit, students are required to:
    - participate in each weekly discussion, and
    - participate as an equal team member to complete the class project (meet with team weekly, contribute to each assignment, and present a portion of the final pitch).
  - Credit will be given if at least 70% is accomplished.

- **Letter Grade (A, B, C, D, No Pass)**
  - To earn a letter grade, students are required to:
    - participate in each weekly discussion, and
    - participate as an equal team member to complete the class project (meet with team weekly, contribute to each assignment, and present a portion of the final pitch).
  - Letter grades will be assigned according to these general standards: A=Excellent (90-100%), B=Good (80-89%), C=Satisfactory (70-79%), D=Minimal Pass (60-69%).

Discussion credit will be given to responses that are reflective and thoroughly address the prompt. Posting in the "General Class Comments and Question" thread does not count towards credit.

You can log into your Continuing Studies student account and change your grading status at any point before the final day of class. Your student account is where you will also find your final grade (please allow up to three weeks after a course has ended to view your grade); official grades are not posted in Canvas.

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

Tentative Zoom Schedule*:

Live video conferences using Zoom will be held weekly during the first seven weeks of the course. These sessions are planned for Thursdays. Because of the challenge students often face with a single fixed time, the schedule will alternate between two times: 10:00 am and 3:00 pm Pacific time. These sessions are designed to be interactive, with time for Q&A as well as interactive mini case studies. As such,
joining the sessions live is strongly encouraged. For those unable to attend, the Zoom sessions will be recorded.

The last week of class will be focused on each team presenting their project Pitch session. Each team will select their presentation time during the first few weeks of class.

*Please note that the Zoom schedule is subject to change.*

**Tentative Weekly Outline:**

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<th>Week 1:</th>
<th>Understanding Creativity</th>
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<td>Week 2:</td>
<td>Characteristics of Innovation</td>
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<td>Week 3:</td>
<td>Divergent Methods/Brainstorming Techniques</td>
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<td>Week 4:</td>
<td>Finding the Right Business Model</td>
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<td>Week 5:</td>
<td>Decisions to Drive Competitive Advantage</td>
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<td>Week 6:</td>
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<td>Week 7:</td>
<td>Financial Forecasting</td>
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<td>Week 8:</td>
<td>Pitching Your Project</td>
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