



## EEE 2023 — Intro to Entrepreneurship Sections 004

Tom Westbrook, Ph.D.

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|------------------------|--|
| Offices                | Class Room Building Basement 036   |
| Phone (office)         | 405.744.6634   |
| E-Mail                 | tom.westbrook@okstate.edu;<br>Shaj@ostatemail.okstate.edu Shawn Jones<br>ebess@ostatemail.okstate.edu Liz Bess   |
| Desire2Learn           | Course materials on D2L: video links, HBDI & MBTI test links, Barringer.   |
| Entrepreneurship       | <a href="http://entrepreneurship.okstate.edu">http://entrepreneurship.okstate.edu</a>  |
| D2L Support            | Twitter: @CEPDSupport cepdsupport.wikispaces.com<br><a href="mailto:spearsdistance@okstate.edu">spearsdistance@okstate.edu</a> OR 1-866-678-3933 or 405-744-4048 |
| Office Hours           | Tuesday afternoons, 1:30 to 3 p.m. Student Union Atrium or by Caribou  |
| Tech Assist for Videos | <a href="http://ra.okstate.edu/stw_ssb/VideoHelp">http://ra.okstate.edu/stw_ssb/VideoHelp</a>  |
| Required Texts         | Barringer Ireland <i>Entrepreneurship</i> , readings and assignments.<br>50.00 Lab Fee is paid in the Student Union  |
| Course Objective       | To give a snapshot of an entrepreneur's mindset and an overview of the entrepreneurial process in both startups and existing institutions.                       |

### COURSE DESCRIPTION

*We show entrepreneurial thinking and how to act entrepreneurially in startups and existing organizations.*

*The course is balanced between lecture, readings, and experiential classrooms.*

### COURSE OBJECTIVES AND PROGRAM LEARNING GOALS

| Course Objectives / Rubrics   | Program Learning Goal  |
|---|--|
| Administer HBDI, MBTI, Rotter and other instruments.  | ◆ Self-Awareness   |
| Explore the entrepreneurial mindset. Present Two-Minute Pitch, Business Canvas, & work in groups. | ◆ InApration Abilities, Mindset, & Give clear presentations. |
| Absorb lectures on thinking and acting entrepreneurially.   | ◆ Business Knowledge & Competency                            |
| Illustrate best-practices in lecture and labs.  | ◆ Business Knowledge & Competency                            |
| Learn business principles: build & present a Business Model Canvas (BMC).                         | ◆ Inspration Abilities & Mindset                             |

CLASS STRUCTURE

*We gather two times a week for interactive lecture, emphasizing experiential learning to push you to apply what you learn, or pick up new skills.*

ASSIGNMENTS

You are responsible to 1) read course materials. 2) Complete the self-study instruments. 3) All quizzes, the Mid Term and Final 4) Journaling exercises, 4) and major assignments: 2 Min. Pitch, BMC, Group Project.

ATTENDANCE

You are allowed 3 absences **total**. We take attendance every day. Missing 4 or more times drops your grade a letter grade.

GRADING

*You are graded on quizzes, 2 exams, projects, presentations and class participation.*

| Items                                  | Points     |
|--|------------|
| 6 Quizzes: 6 x 10 points per quiz.     | 60         |
| 4 Journaling assignments               | 100        |
| Class Attendance and Participation     | 80         |
| Completion of Instruments and Readings | 100        |
| Mid Term Exam                          | 75         |
| Final Exam                             | 75         |
| Business Model Canvas (BMC)            | 75         |
| Group Project                          | 75         |
| Two Minute Pitch                       | 60         |
| <b>Total Points</b>                    | <b>700</b> |

DROP POLICY

Information about Oklahoma State University's Drop Policy and Dates is provided at: <http://registrar.okstate.edu>. To drop this course, contact the Registrar's office, (405) 744-6876, or drop through SIS (Student Information Service)

ACADEMIC INTEGRITY

Oklahoma State University has adopted an academic policy emphasizing that honesty, integrity, and respect for others are fundamental expectations in our University. The Spears School of Business requires all students who take Spears courses to certify that they have read, understand, and agree to comply with the University's Academic Integrity Policy. Spears students should have already completed a certification statement. All other students enrolled in this course, business school minors, are also required to complete a certification statement available in the Undergraduate Office. Completed statements will be kept on file.

For other important information concerning important dates, holidays, dropping/ withdrawing from a course, the integrity policy, class attendance, and other general expectations, you may visit: <http://student.conduct.okstate.edu/index.php/code/13>

STUDENTS WITH DISABILITIES/SPECIAL NEEDS

If you are a student with accommodation needs, please be sure to register with the Office of Disability Services. Contact me at the beginning of the semester so that I am aware of your specific accommodations. This will help you achieve success in the course and at the university.

EEE 2023 Intro to Entrepreneurship Online

|                         | Week & Date      | Topic   | Home Work   | Date   | The “b” Materials   |
|-------------------------|------------------|---|---|--------|---|
|                         | Wk 1,<br>Jan 11  | Intro to 2023 — A brief history of the universe of entrepreneurial activity | Buy Text, pay lab fee at Bookstore.   | Jan 13 | ME Survey, Danger Signs. How Quizzes, Bugs, and Journals work.                      |
| Opportunity Recognition | Wk 2,<br>Jan 18  | I'll miss you. <i>Seriously</i> , take a holiday.                           | Read the <b>Opp Rec</b> Readings in Barringer.<br><br><b>LEARN</b> Elevator Pitch   | Jan 20 | Turn in Bugs.<br><i>Work on Shifts in the World</i>                                 |
|                         | Wk 3,<br>Jan 25  | Opp. Rec. <i>Mind Set. SUGER</i> Cognition: Shifts in the world.            |   | Jan 27 | SCAMPER<br>Learn and practice elevator pitch  |
|                         | Wk 4,<br>Feb 1   | Opp. Rec. Why become Entrepreneurs? BMC a way to do better Opp Rec          | Put HBDI & MBTA on Discussion Board   | Feb 3  | <b>QUIZ 1</b> (Readings) <i>Labyrinth</i>   |
| Resources               | Wk 5,<br>Feb. 8  | HBDI Feedback Awareness-People, Networking                                  | Print HBDI & MBTA & Bring to class.   | Feb 10 | <b>JOURNAL 1, HBDI</b> , Choose Teams <b>Improv.</b>                                |
|                         | Wk 6,<br>Feb 15  | Venture Team, Investors, Mentors  | Read the <b>Resources</b> Readings on D2L   | Feb 17 | <b>QUIZ 2</b> WATCH <b>MBTA DEBRIEF ONLINE</b>                                      |
|                         | Wk 7,<br>Feb 22  | Seeing Markets, IP, Processes, \$   |   | Feb 24 | <b>Journal 2</b> Mid Term Review  |
| Manage Risk             | Wk 8,<br>Mar 1   | <b>Midterm Exam</b>   | <b>Taking/Managing Risk</b> Readings in Barringer   | Mar 3  | <b>Managing Risk 7 Habits of successful people</b> Habit 1                          |
|                         | Wk 9<br>Mar 8    | SWOT Analysis Risk and the Entrepreneur                                     |   | Mar 10 | <b>QUIZ 3</b> ELEVATOR PITCHES DUE Habit 2  |
|                         | Wk 10<br>Mar 15  | SPRING BREAK  |   | Mar 17 | SPRING BREAK  |
| Follow Through          | Wk 11<br>Mar 23  | Know your market. MSIS. Ethics and Legal Base                               | Kawasaki on D2L   | Mar 25 | <b>JOURNAL 3</b> RAPID PROTOTYPING AND PITCHING Habit 3                             |
|                         | Wk 12,<br>Apr 5  | Doing the business of business.   | Readings for <b>Follow Through</b> from Barringer/Ireland<br><br>Be diligent in finishing your TEAM BMC and Presentation. | Apr 7  | BMC Review: Aware, Opportunistic, Due Diligence Habit 4                             |
|                         | Wk 13,<br>Apr 12 | <b>Meet in Alumnae Center</b> to find new opportunities for you.            |   | Apr 14 | <b>QUIZ 4, 5 &amp; 6</b> Communicate the Vision, Work on Group Presentation Habit 5 |
|                         | Wk 14,<br>Apr 19 | Marketing. Communicate the Vision Building out the company.                 |   | Apr 21 | <b>JOURNAL 4</b> PRESENT TEAM BMC Habit 6   |
|                         | Wk 15,<br>Apr 26 | Intrapreneurship — keep your “stuff”!                                       |   | Apr 27 | Habit 7. Review for the Final Exam.   |
|                         | Wk 16,<br>May 5  | <b>Final Exam</b> Thursday 2 p.m.   |   |        |   |

**FLOW OF CLASS WORK**

**What you need to download.** Go to EEE 2023 Intro to Entrepreneurship SEC TH 004

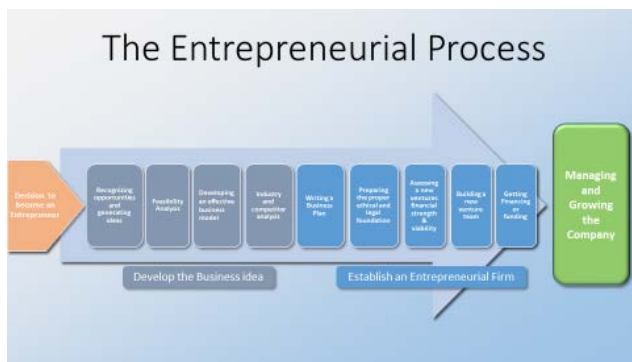
**The Journal** is a one page, 400 word defense of your original idea on reading the course material.

Read the materials in the Textbook. (Opportunity Recognition, then Resources, then Manage Risk, and then Follow Through)

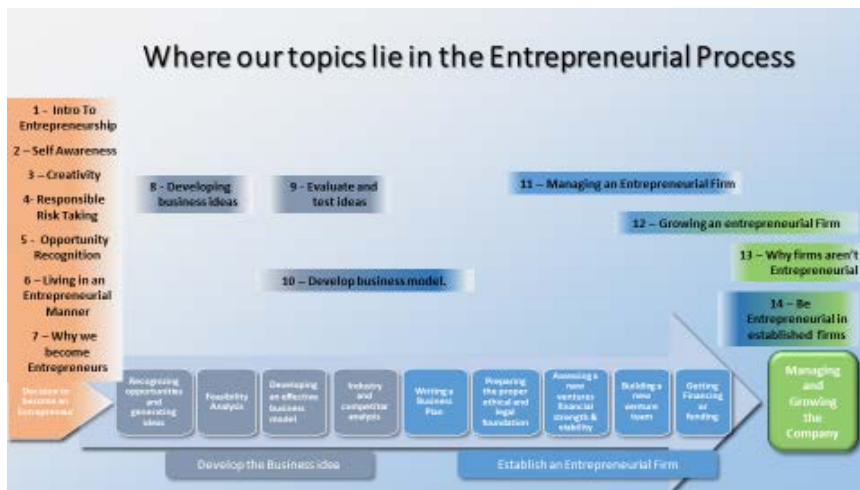
Pick a point about what you read, make up something, decide what you think is most true. State that in a sentence.

Using the materials in the book, write a defense (400 words) of your stance, your truth, your point. Come to class prepared to turn that in, AFTER defending it against the class.

*We're excited to have you onboard to learn in this class. Do Well!*



*This slide shows the Entrepreneurial Process as you will learn it in EEE 2023.*



*This slide shows how we teach the Entrepreneurial Mindset (in orange on the left) and then Entrepreneurial Process in your own startup and in an existing organization.*