

Entrepreneurship 14 Week Project Group

Tara Vezina: vezina.3@osu.edu

Emily Robb: robb.80@osu.edu

Welcome to Entrepreneurship project group. We are so excited to get you all on your way to creating a startup or helping one already created!

Week 1: Introduction to Entrepreneurship

We will go over the syllabus, introduce ourselves to Kickstarter and Gofundme, and define Entrepreneurship. We will also start to brainstorm ideas for the final project.

Homework: Watch this motivational video:

<https://www.youtube.com/watch?v=h-KHWUq3B7I> and answer the question: What makes an entrepreneur? Bring answers to class next week to discuss.

Week 2: Dreams Presentation. "How to Turn Your Dreams Into Reality"

Homework: Brainstorm 5 realistic business ideas and/or goals that go along with running a successful business. Bring them to class.

Week 3: Passion Presentation. "How to Turn Your Passion Into Profit"

Homework: List 3-5 passions you think you could turn into profit and why those would be successful. Bring them to class.

Week 4: How to Presentation. "How to Turn Your Idea into a Multi-Million Dollar Business"

Homework: Research ideas. Bring research to class.

Week 5: Branding presentation 1. "The 10 Most Popular Personal Branding Tips"

Homework: Choose one branding tip that we discussed and come up with a way of how you could implement it with an idea of yours.

Week 6: Branding presentation 2. "How to Create Your Business Tag Line"

Homework: Create a tag line for each idea. Bring to class.

Week 7: Marketing presentation. "How to Implement a Strategic Marketing Plan".

Homework: Create a marketing plan for one idea. Bring to class.

Week 8: Employees presentation. "How to Find the Best People for Your Business"

Homework: Create employee hiring plan and bring to class.

Week 9: Wealth Presentation. "How to Grow Your Business"

Homework: What makes a good leader? 3-5 sentence answer bring to class.

Week 10: Legal Presentation. "The Do's and Don'ts When it Comes to Workplace Law"

Homework: Meet with a partner and role-play with the termination worksheet. Come back with one thing you did well and one thing you didn't do well with.

Week 11: Finance Presentation. "A Crash Course in Reading Financial Statements"

Homework: Find and interpret a financial statement online. Bring to class.

Week 12: Your story presentation. "How to Craft Compelling Business Stories in 3 Steps" Work on final project.

Week 13: Success Stories Presentation. "How Lemonade Made \$20,000 to Help a Cause with Heart" (44 mins)

Homework: Finish final project.

Week 14: Present business plans.

Grading

Attendance and participation

- Must attend class for MMC credit
- Each class is worth 6 points
- Total 84 points

Homework

- Each homework assignment is 7 points
- Total of 98 points

Final Project

- 50 total points
- Create and present to class

Final Project:

- Create a business plan
 - Needs to contain every aspect discuss in class
 - Online templates can be used (<http://forms.entrepreneur.com/business-plan>)
- Presentation should be 5-10 minutes