Sylabus	
1. Information about the course and lecturer	
1.1. Name of the course:	Practicum in Entrepreneurship
1.2. Faculty that coordinates the course:	**Faculty of Management and Finance**
1.3. Education path:	**Executive Master of Business Administration (EMBA)**
1.4. Number of hours scheduled in study plan (*16 on-campus + 4 on-line hours / 32 on-campus + 3 on-line hours*):	16 on-campus + 4 on-line hours
1.5. ECTS (*filled by administrative*):	
1.6. Lecturer's first and last name:	Bernard Bell

2. Course's learning objectives, and its way of verification

2.1. The general purpose/aim of this course:

Goals and Learning Objectives
This course is about helping you become fluent in some key concepts, principles, frameworks, metrics & vocabulary in Entrepreneurship and Innovation. We hope to give you a "common language" for your entrepreneurship journey and experiences.
While we will go beyond the surface on much in the class, we want to give you a broad understanding of the overall thinking behind Entrepreneurship. This is a "Bootcamp" and is a sprint through each of the Modules . We call it a "tasting menu".

We want you to become more literate and fluent around launching and building a business including understanding and talking to your customer and consumers and design thinking, strategies for competing and growing, funding a product and company and managing your finances.

2.2. Intendent course outcomes in area of knowledge and skills

a. After this course Student will have **knowledge on**:
- An overview of what the "common language" is for your entrepreneurship journey
- An understanding of the Entrepreneurial process required to identify who your customers are and what motivates them buy your product or service
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b. After this course Student will have the following practical **skills**:

-Be fluent in key concepts of Entrepreneurship
-Understand the principles and frameworks of Entrepreneurship
-Be fluent in the metrics & vocabulary in Entrepreneurship and Innovation.
-Understand how to more effectively identify customers for your entrepreneurial ideas

Assignments and Grades

Participation 20% — Discussion is the lifeblood of a successful seminar. I expect that you will complete all of the assigned readings in advance of each class meeting and come to class prepared to share your insights and questions.

Discussion Board Postings 30% — I will set up discussion forums on this site. You will have two types of posting assignments:

1) For the classes marked with an asterisk, you will post responses (250-300 words) to the assigned readings in which you comment on insights gained and/or questions left unanswered. These postings will be due by 6:00 pm on the day before the related class meeting. Posting late is not an option.

2) You will post a reflection on each week's activities. What did you learn? What new questions did the week's activities raise?

Briefing Book 20% — You will work individually or with a partner to prepare briefing notes for each of the entrepreneurs we will discuss during the class.

Final Paper 30% — This will be a reflection paper on your view of yourself as an entrepreneur. More details to come.

All grades will be determined using the three criteria listed below:

Completeness: All requested elements must be included and connections made.

Timeliness: All required parts are turned in on time and in the correct format.

Quality and depth of insights: It is important that in each assignment and project you are able to create thoughtful connections between what you have learned through the courses in the program and your experiences in the field (i.e. internship).

Other Important Details:

Final grades will be calculated using the points for each portion of your grade and will correlate with the grading scale of the university.

We follow the honor code as articulate in University Policies, no exceptions.

The courses final grades are final, no rounding up, etc.

3.   Course content and topics:

The Modules :
- Customer Insights into Action
- A design thinking reminder while introducing different approaches for gathering customer insights and empathy, beyond interviews.
- Discuss customer segmentation and provide a basic understanding of the process required for discovering and developing your customers.
- Talk about consumer experience and introduce journey mapping. Work in teams on both.
- Introduce Storytelling concepts and tools.

4. Reference list:

Resources
There is no text book for this class. You will be assigned;
- Cases (Course Packet online via Harvard Publishing),
- Readings (via the Course Packet or online links),
- Podcasts and videos via online links.

Date of syllabus preparation:	11.01.2019
Date of last update of syllabus:	

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