

Entrepreneurship Course Syllabus

MGMT 2301 - Design Thinking - Fall 2023

Course Information:

Instructor: Philip Bouchard
Section # and CRN: Design Thinking - 10678 - MGMT 2301 - P02
Office Location: Agriculture and College of Business room 462
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Email Address: pjbouchard@pvamu.edu
Office Hours: MWF 1:00-3:00 pm
Mode of Instruction: Face-to-Face
Course Location: Agri and Business Bldg room 214
Class Days & Times: MWF 10:00 am - 11:50 am
Catalog Description:
Prerequisites:
Co-requisites:
Required Text(s): See list below
Recommended Text(s): See list below

Course Description:

Entrepreneurship is a structured process and shared language for identifying opportunities and solving problems.

Students will engage in hands-on activities, case studies, and practical projects to develop a comprehensive understanding of the structured process and shared language of entrepreneurship.

MGMT 2301 provides an immersive introduction to entrepreneurship by integrating key methodologies, frameworks, terms and essential tools including:

<u>Methodologies</u>	<u>Frameworks</u>	<u>Tools</u>
<ul style="list-style-type: none"> ● Disciplined Entrepreneurship ● Lean Startup ● The Scientific Method ● Critical Thinking ● Design Thinking ● Systems Thinking 	<ul style="list-style-type: none"> ● Jobs-to-be-Done Framework ● Primary Market Research ● Customer Discovery ● Customer Development ● Product-Market Fit ● Minimum Viable Product ● Identifying Business Models ● 5 Whys Method 	<ul style="list-style-type: none"> ● Business Model Canvas ● Value Proposition Canvas ● Mindmaps & Psychographics ● Fundraising Pitch Decks

Learning Outcomes:

1. Understand the structured process and shared common language of entrepreneurship frameworks, methodologies, terms and tools.
2. Understand how to identify an opportunity.
3. Understand how to conduct primary market research.

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4. Understand how to develop a Business Model Canvas.
5. Understand how to develop a pitch deck.
6. How to craft and tell the story of your business or social impact concept.
7. Providing clear and precise writing and verbal communication is a critical life skill and is a primary focus of this course.

Class Schedule:

Date/Day/Class #	Topic / Exercise	Class Prep / Guest Speakers	In-class Activities
Class 1 - Oct 18 - Wed 10:00 am - 11:50 am Room 214 Ag & Business Building	<ul style="list-style-type: none"> • Introductions, Review Syllabus & Learning Objectives • You, Inc. • Side hustles; Businesses; Innovation Driven Enterprises • Hypothesis testing vs executing an idea 	<ul style="list-style-type: none"> • Create / review / update your LinkedIn profile • Submit Entrepreneurship Knowledge Survey 1 • 1-pager - not more than 150 words on what you hope to get out of the class • Read introduction to <i>Disciplined Entrepreneurship</i> • Guest Speaker (10:30) - Allison Carver - Senior Hiring Leader, Fidelity 	<ul style="list-style-type: none"> • Myths about Entrepreneurship • What is Entrepreneurship? • Selecting teams • Selecting 3 concepts: Side Hustle; IDE; Social Impact Endeavor • Bad Ideas Notebook • You as a startup
Class 2 - Oct 20 - Fri 10:00 am - 11:50 am Room 214 Ag & Business Building	<ul style="list-style-type: none"> • Lean Startup - 5 principles • Disciplined Entrepreneurship - 24 Steps • Design Thinking • Jobs-to-be-Done Framework 	<ul style="list-style-type: none"> • Guest Speaker (11:00) - Daniel Lopez - TEX-E Fellow • Read Step 0 & Step 1 - Market Segmentation - <i>Disciplined Entrepreneurship</i> 	<ul style="list-style-type: none"> • Who is your customer? • What are customers trying to get done? • What problems are they trying to solve?
Class 3 - Oct 23 - Mon 10:00 am - 11:50 am Room 214 Ag & Business Building	<ul style="list-style-type: none"> • Customer Segmentation - Identifying a Beachhead Market • Customer Development Process - Discovery & Validation • Primary Research / Customer interviews • Confirmation bias • 5 Whys Method 	<ul style="list-style-type: none"> • Read pages 11-29 in Talking to Humans • Guest Speaker - Frank Rimilovski, author of <i>Talking to Humans</i> • Read Step 2 - Select a Beachhead Market - <i>Disciplined Entrepreneurship</i> 	<ul style="list-style-type: none"> • Question development • Research design • Where are the "watering holes"? • Analyzing research feedback
Class 4 - Oct 25 - Wed 10:00 am - 11:50 am Room 214 Ag & Business Building	<ul style="list-style-type: none"> • User demographics and psychographics • Developing your market Persona / Archetype • Value Proposition Canvas • Product-Market Fit 	<ul style="list-style-type: none"> • Read Step 3 - Build an End-User Profile - <i>Disciplined Entrepreneurship</i> • Read Step 5 - Profile the Persona for the Beachhead Market - <i>Disciplined Entrepreneurship</i> 	<ul style="list-style-type: none"> • What can you do for your Customer? • Work on Value Proposition Canvas • Practice interviewing • Iterate questions and techniques

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		<ul style="list-style-type: none"> • Watch Value Proposition Canvas - explained by Strategyzer • Watch Value Proposition Canvas Explained by Alex Osterwalder • Watch Explaining the Value Proposition Canvas 	
Class 5 - Oct 27 - Fri 10:00 am - 11:50 am Room 214 Ag & Business Building	<ul style="list-style-type: none"> • Social Entrepreneurship • 4 Quadrant Framework 	<ul style="list-style-type: none"> • Guest speaker - Antwon Foreman - North Carolina A&T State U - Social Entrepreneurship 	<ul style="list-style-type: none"> • Work on Value Proposition Canvas • Build an end-user profile • Business Model Canvas vs Mission Model Canvas
Class 6 - Oct 30 - Mon 10:00 am - 11:50 am Room 214 Ag & Business Building	<ul style="list-style-type: none"> • Sales process • Decision-makers, influencers, end-users 	<ul style="list-style-type: none"> • Guest speaker - Hari Subramani - Chevron Studio, Innovation & Technology Ventures • Read Step 6 - Full Life Cycle Use Case - <i>Disciplined Entrepreneurship</i> 	<ul style="list-style-type: none"> • How does your Customer acquire your product?
Class 7 - Nov 1 - Wed 10:00 am - 11:50 am Room 214 Ag & Business Building	<ul style="list-style-type: none"> • Minimum Viable Product 	<ul style="list-style-type: none"> • Read Step 7 - High-Level Product Specification - <i>Disciplined Entrepreneurship</i> 	<ul style="list-style-type: none"> • Initial design • Argue about your perfect problem and solution and why it will fail.
Class 8 - Nov 3 - Fri 10:00 am - 11:50 am Room 214 Ag & Business Building	<ul style="list-style-type: none"> • Designing your Business Model • Cost of Customer Acquisition • Competition • AI in Entrepreneurship 	<ul style="list-style-type: none"> • Read Step 8 - Quantify the Value Proposition - <i>Disciplined Entrepreneurship</i> • Read Step 11- Chart Your Competitive Position - <i>Disciplined Entrepreneurship</i> • Read Step 12 - Determine the Customer's Decision-Making Unit (DMU) - <i>Disciplined Entrepreneurship</i> • Guest Speaker - Logan Higuera on AI in Eship 	<ul style="list-style-type: none"> • How do you make money from your Customer? • Developing a competition map • Using GoZigZag.com AI tool to develop a Business Model Canvas (BMC)
Class 9 - Nov 6 - Mon 10:00 am - 11:50 am Room 214 Ag & Business Building	<ul style="list-style-type: none"> • Business Model Canvas 	<ul style="list-style-type: none"> • Read Step 15 - Design a Business Model - <i>Disciplined Entrepreneurship</i> • Business Model Canvas explained by Strategyzer • The Business Model Canvas - 9 Steps to Creating a Successful 	<ul style="list-style-type: none"> • Start populating your BMC

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		<p>Business Model - Startup Tips - YouTube narrated by Steve Blank</p> <ul style="list-style-type: none"> • Master the Business Model Canvas (part of the visualizing business models series) • Getting From Business Idea to Business Model - animated series from Strategyzer • Why business models fail by Strategyzer • Business Model as Theater metaphor by Strategyzer 	
Class 10 - Nov 8 - Wed 10:00 am - 11:50 am Room 214 Ag & Business Building	<ul style="list-style-type: none"> • Storytelling • Presenting • Pitch Deck 	<ul style="list-style-type: none"> • Guest Speaker - Brandy Walker, PVAMU BA & EMBA, on franchises • Watch Guy Kawasaki - The Only 10 Slides You Need in Your Pitch 	<ul style="list-style-type: none"> • 1-liner • Elevator pitch • Presentation practice • Peer feedback • Develop Pitch Deck first 5 slides
Class 11 - Nov 10 - Fri	Mid-Semester Examination	Mid-Semester Examination	Mid-Semester Examination
Class 12 - Nov 13 - Mon 10:00 am - 11:50 am Room 214 Ag & Business Building	<ul style="list-style-type: none"> • Pricing your Product or Service • Lifetime Value of a Customer 	<ul style="list-style-type: none"> • Guest Speaker - Alton McDowell, Managing Director & Co-Head Technology and Disruptive Commerce Group - Middle Markets Banking, J.P. Morgan (Houston) • Read Step 16 - Set your Pricing Framework - <i>Disciplined Entrepreneurship</i> • Read Step 17 - Calculate the Lifetime Value (LTV) of an Acquired Customer - <i>Disciplined Entrepreneurship</i> 	<ul style="list-style-type: none"> • Iterate your full Business Model Canvas • Iterate your Story • Develop Pitch Deck next 5 slides
Class 13 - Nov 15 - Wed 10:00 am - 11:50 am Room 214 Ag & Business Building	<ul style="list-style-type: none"> • Intrapreneurship • The Sales Process 	<ul style="list-style-type: none"> • Guest Speaker - Andrea Custis, Former President, Verizon • Read Step 18 - Map the Sales Process to Acquire a Customer - <i>Disciplined Entrepreneurship</i> 	<ul style="list-style-type: none"> • Career planning • Iterate BMC • Iterate the story
Class 14 - Nov 17 - Fri 10:00 am - 11:50 am Room 214 Ag & Business Building	<ul style="list-style-type: none"> • Funding options & risks • Cost of Customer Acquisition 	<ul style="list-style-type: none"> • Read Step 19 - Calculate the Cost of Customer Acquisition (COCA) - <i>Disciplined Entrepreneurship</i> 	<ul style="list-style-type: none"> • Where is the money going to come from? • Iterate BMC • Presentation practice • Peer Feedback

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Class 15 - Nov 20 - Mon 10:00 am - 11:50 am Room 214 Ag & Business Building	<ul style="list-style-type: none"> Ethics in Entrepreneurship 	<ul style="list-style-type: none"> Watch The Inventor: Out for Blood, the Theranos story of Elizabeth Holmes 	<ul style="list-style-type: none"> Choosing your team Iterate BMC Presentation practice Peer Feedback
Class 16 - Nov 22 - Wed 10:00 am - 11:50 am Room 214 Ag & Business Building	<ul style="list-style-type: none"> Social Impact Endeavors 	Class Canceled by University	<ul style="list-style-type: none"> Discussion on commercial vs social impact endeavors
Nov 23 - 26 - Thurs-Sun	Thanksgiving Holiday	Thanksgiving Holiday	Thanksgiving Holiday
Class 17 - Nov 27 - Mon 10:00 am - 11:50 am Virtual via Teams	<ul style="list-style-type: none"> Virtual Class Virtual via Teams Minimum Viable Product (MVP) 	<ul style="list-style-type: none"> Virtual Class Virtual via Teams Read Step 22 - Define the Minimum Viable Business Product (MVBP) - <i>Disciplined Entrepreneurship</i> 	<ul style="list-style-type: none"> Virtual Class Virtual via Teams
Class 18 - Nov 29 - Wed 10:00 am - 11:50 am Room 214 Ag & Business Building	<ul style="list-style-type: none"> Team selection Teamwork Culture alignment 		<ul style="list-style-type: none"> Practice - Presenting your business Peer evaluations and feedback
Class 19 - Dec 1 - Fri	<ul style="list-style-type: none"> Pitching your Business 	<ul style="list-style-type: none"> Submit final pitch deck Submit final BMC Guest speaker - Stephen Satterfield - Host of Netflix series "High on the Hog" 	<ul style="list-style-type: none"> Presenting your business to a panel of judges and peers
Class 20 - Dec 4 - Mon	<ul style="list-style-type: none"> Final Exam Prep 	<ul style="list-style-type: none"> Reflection paper Submit Entrepreneurship Knowledge Survey 2 	<ul style="list-style-type: none"> Review the structured process and shared language of entrepreneurship
Class 21 - Dec 6 - Wed	Final Exam	Final Exam	Final Exam
Dec 12 - Tues	Final Grades due		

Required Texts:

- Disciplined Entrepreneurship - Bill Aulet
- The Lean Startup - Eric Ries
- Business Model Generation - Alexander Osterwalder
- Business Model Summary - (Handout)
- [Business Model Canvas Instruction Manual](#)
- [Talking to Humans](#) - Giff Constable (free download)

Supporting Texts & Content:

- Steve Jobs - [Bicycle of the Mind video](#) (just watch beginning until 1:15)
- The Four Steps to the Epiphany - Steve Blank

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- a. [Customer Development Model](#) videos
3. [Greentown Labs - presentation videos](#) (09/12/23)
4. Business Model Canvas
 - a. [Business Model Canvas Template](#)
 - b. [Business Model Canvas Instruction Manual](#)
5. Value Proposition Canvas
 - a. [Value Proposition Canvas Template](#)
 - b. [Customer Jobs Trigger Questions](#)
 - c. [Customer Pains Trigger Questions](#)
 - d. [Customer Gains Trigger Questions](#)
 - e. [Gains Creators Trigger Questions](#)
 - f. [Pain Relievers Trigger Questions](#)
6. Videos explaining the Value Proposition Canvas (click to link)
 - a. [Introduction to the Value Proposition Canvas by Strategyzer](#)
 - b. [Value Proposition Canvas - explained by Strategyzer](#)
 - c. [Value Proposition Canvas Explained by Alexander Osterwalder](#) (4:39)
 - d. [Explaining the Value Proposition Canvas](#)
 - e. [Business Model example - Tesla](#)
 - f. [Tesla Case Study video #1: Customer Jobs, Pains, Gains, and Best Practice w/ Alexander Osterwalder](#)
 - g. [Tesla Case Study video #2: Value Map by Strategyzer w/ Alexander Osterwalder](#)
7. Links to explain the Business Model Canvas
 - a. [Business Model Canvas explained by Strategyzer](#)
 - b. [The Business Model Canvas - 9 Steps to Creating a Successful Business Model - Startup Tips - YouTube](#) narrated by Steve Blank
 - c. [Master the Business Model Canvas](#) (part of the visualizing business models series)
 - d. [Getting From Business Idea to Business Model - animated series from Strategyzer](#)
 - e. [Why business models fail by Strategyzer](#)
 - f. [Playing with Numbers & Improving Existing Models - Strategyzer w/ Osterwalder](#)
 - g. [Business Model as Theater metaphor by Strategyzer](#)
 - h. [Business Model Canvas - A Guide for Beginners](#) with Nick Himo (5:38)
8. Pitch Deck Presentations
 - a. Guy Kawasaki - [The Only Ten Slides You Need in Your Pitch](#) (4:12)
 - b. Guy Kawasaki - [10 20 30 Rule by Guy Kawasaki](#) (2:21)

Guest Speakers:

1. **Class 1 - Wed, Oct 18** - Alison Carver, Senior Hiring Leader - Fidelity Investments, on the importance of telling your story in your resume and on LinkedIn.
2. **Class 2 - Fri, Oct 20** - Daniel Lopez, Student, College of Engineering, TEX-E Fellow, presenting his Meat 4.0 concept for reducing GreenHouse Gas (GHG) globally.
3. **Class 3 - Mon, Oct 23** - Frank Rimalovski, Executive Director, Innovation Venture Fund & Entrepreneurial Institute, New York University; author of *Talking to Humans*, on Primary Market Research.
4. **Class 5 - Fri, Oct 25** - Antwon Foreman, Social Entrepreneurship Instructor, North Carolina Agricultural & Technical State University.
5. **Class 6 - Mon, Oct 30** - Hari Subramani - Global Strategic Relationships Manager - Chevron Innovation & Technology Ventures, on GreenTech investing.

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6. **Class 8 - Fri, Nov 3** - Logan Higuera, Founder, Open Ocean on AI in Entrepreneurship.
7. **Class 10 - Wed, Nov 8** - Brandy Walker, PVAMU BA & EMBA, on franchise operations and leveraging corporate experience for entrepreneurship.
8. **Class 12 - Mon, Nov 13** - Alton McDowell, Managing Director & Co-Head Technology and Disruptive Commerce Group - Middle Markets Banking, J.P. Morgan (Houston), on how investment banks evaluate startups.
9. **Class 13 - Wed, Nov, 15** - Andrea Custis, Former President, Verizon - Led organization through restructuring, start-up and growth phases. Managed revenue in excess of \$6B and teams of 7,000+, on Intrapreneurship.
10. **Class 16 - Wed, Nov 22** - Stephen Satterfield, Founder, Whetstone Media - "There is a broader goal, too - of using entrepreneurship to "help my people get more free"; host of the Netflix docu-series [High on the Hog: How African American Cuisine Transformed America](#) released in May 2021.
11. TBD - Dennis Barber PhD, Associate Professor and Acting Director of the Miller School of Entrepreneurship, College of Business, East Carolina University. Dr. Barber teaches Family Business, Small Business Management, Entrepreneurship and Innovation & Opportunity Assessment. Conducts applied research on the topics of rural entrepreneurship
12. TBD - Rich Lyons PhD, Chief Innovation & Entrepreneurship Officer, University of California, Berkeley. Topic: **Critical Thinking in Entrepreneurship**.
13. TBD - Errol Arkilic, Executive Director and Chief Innovation Officer, Beall Applied Innovation, University of California Irvine. Topic: **Scientific Method in Entrepreneurship**.

Topics to be Covered:

1. Design Thinking
2. Critical Thinking
3. Scientific Method
4. Why / how ChatGPT and other AI can and cannot help your startup.
5. Primary Market Research
6. Jobs-to-be-done framework
7. Customer interviews
8. Developing your market persona
9. Product-market fit
10. Entrepreneurship Lives Here. Entrepreneurship is my Superpower.
11. How Entrepreneurship is defined at PV. Entrepreneurship is a structured process and shared language for
12. Knowing the shared language of entrepreneurship is a **competitive advantage** for gaining meaningful employment.
13. Your first startup company is YOU, Inc. You are the Founder/CEO of You, Inc.
14. LinkedIn review and importance of LinkedIn today.
15. SEAL Team - "Don't tell me. Show me."
16. Applied Research Technology - What are you going to do about it?
17. Myths about entrepreneurs and entrepreneurship
18. Establishing a beachhead market
19. Business Models
20. Pitch Deck
21. Presentation public speaking skills

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22. Side hustles, Businesses, Nonprofits and Innovation-based Startups.
23. Your perfect problem and solution and why it will fail.
24. Prototype should specifically address all nine elements of the Business Model Canvas but you should not display your BMC in your presentation. Rather, you should tell a story that conveys your thinking and planning in a compelling, narrative form. As a founder, you are your venture's storyteller-in-chief.
25. Global climate impact endeavor example & case study - [CEMVita](#) - "There's a world where science, tech, and business work hand-in-hand to generate climate-positive results. Where you can meet your sustainability goals and grow your bottom line. At Cemvita, we're building it together." Commercialized SAF (sustainable aviation fuel) is currently made from used cooking oil and agricultural waste.

Grading Criteria:

<u>Grading Category</u>	<u>Scoring</u>	<u>% of Total</u>
Class Attendance, Preparation & Participation	150	15.0%
Good / Bad Ideas Notepad	50	5.0%
Reflection Papers & Clarity of Writing	75	7.5%
Team Projects	200	20.0%
Midterm	100	10.0%
Value Proposition Canvas	75	7.5%
Business / Mission Model Canvas	100	10.0%
Final Presentation	150	15.0%
Final Exam	100	10.0%
Extra Credit for attending PVAMU entrepreneurship event or participation in an entrepreneurship program	50	5.0%
TOTALS	1,050	105.0%

Grading Criteria and Conversion:

- A = 900 – 1000 points = 90 to 100%
 B = 800 to 899 points = 80 to 89.99%
 C = 700 to 799 points = 70 to 79.99%
 D = 600 to 699 points = 60 to 69.99%
 F = 599 and under

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If a student has stopped attending the course (i.e. “stopped out”) at any point after the first day of class but did not officially withdraw from the course and has missed assignments and exams and performed below the grade level of a D, a grade of FN (failed-non attendance) will be assigned for the final course grade to ensure compliance with the federal Title IV financial aid regulations. In contrast, if the student has completed all assignments and exams, but performed below the grade level of a D, a grade of F will be assigned for the final course grade. Please note that grades in eCourses (Canvas) are neither final nor official.

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Appendix A: Entrepreneurship Terms, Definitions, Thought Leaders

These concepts are interconnected and can greatly contribute to the success of a student entrepreneur's journey. It's important to adapt and integrate them in a way that suits your specific business idea and goals.

Disciplined Entrepreneurship:

Disciplined Entrepreneurship is a systematic and rigorous 24 step to build new innovation-based ventures, created at MIT.

Thought Leader: [Bill Aulet](#), Managing Director, Martin Trust Center for MIT Entrepreneurship, MIT

Lean Startup:

The Lean Startup methodology, popularized by Eric Ries, is an approach to building and launching startups that emphasizes rapid iteration, experimentation, and validated learning. It involves creating a Minimum Viable Product (MVP) to test assumptions, gather feedback from early users, and make informed decisions based on real-world data.

Thought Leader: [Eric Ries](#)

The Scientific Method:

The scientific method is a systematic approach to investigating and understanding phenomena through empirical evidence, observation, experimentation, and data analysis. It involves forming hypotheses, conducting experiments, and drawing conclusions based on evidence.

Critical Thinking:

Critical thinking is the ability to objectively analyze, evaluate, and synthesize information, ideas, and arguments. It involves questioning assumptions, considering different perspectives, and making informed judgments.

Design Thinking:

Design thinking is a human-centered approach to problem-solving and innovation. It involves empathy, ideation, prototyping, and testing to develop solutions that meet the needs of users or customers. Tim Brown from IDEO is a prominent figure in design thinking.

Thought Leader: [Tim Brown](#)

Systems Thinking:

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Systems thinking is an approach to understanding complex systems by examining the interactions and relationships between their components. It involves considering the broader context and interdependencies that influence outcomes.

Jobs-to-be-Done Framework:

The Jobs-to-be-Done framework, developed by Clayton Christensen, focuses on understanding the functional and emotional "jobs" that customers "hire" products or services to do in their lives. It emphasizes uncovering the underlying motivations behind customer choices.

Thought Leader: [Clayton Christensen](#)

Primary Market Research:

Primary research involves collecting original data directly from sources, rather than relying on existing information. This can include surveys, interviews, observations, and experiments.

Text: [Talking to Humans](#) (downloadable pdf)

Thought Leader: Giff Constable / [Frank Rimalovski](#) - Talking to Humans

Customer Discovery and Customer Development:

Customer discovery is the process of identifying and understanding the needs, pain points, and preferences of potential customers. Customer development, coined by Steve Blank, extends this by emphasizing iterative feedback and adaptation of the business model based on customer insights.

Thought Leader: [Steve Blank](#)

Product-Market Fit:

Product-market fit refers to the stage where a product or service perfectly meets the needs and desires of a specific target market. It indicates a strong alignment between what is offered and what the market demands.

See [Marc Andreessen to Stanford EE204](#) - "The only thing that matters is getting to product/market fit. Product/market fit means being in a good market with a product that can satisfy that market."

Minimum Viable Product (MVP):

A minimum viable product is the simplest version of a product that includes only the core features necessary to validate hypotheses and gather user feedback. It helps avoid investing resources in building a full product before understanding its viability.

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See Eric Ries, author of [The Lean Startup](#)

Identifying Business Models:

Identifying a business model involves determining how a company creates, delivers, and captures value. It includes revenue streams, cost structure, customer segments, and distribution channels.

Business Model Canvas and Value Proposition Canvas:

The Business Model Canvas is a visual tool developed by Alexander Osterwalder that helps entrepreneurs map out the key components of their business model. The Value Proposition Canvas, also by Osterwalder, focuses specifically on understanding the value delivered to customers.

Thought Leader: [Alexander Osterwalder](#)

Venture Capital:

Venture capital (VC) is a form of financing provided by investors to startups and small businesses that show high growth potential. In exchange for funding, investors receive equity or ownership stakes in the company.

Impact Investing:

Impact investing involves making investments that generate positive social or environmental impact alongside financial returns. Rebecca Henderson is known for her work in sustainable business and impact investing.

Thought Leader: [Rebecca Henderson](#)

Fundraising Pitch Decks:

A fundraising pitch deck is a visual presentation used to communicate a startup's value proposition, market opportunity, business model, financial projections, and team to potential investors.

See Guy Kawasaki - [The Only 10 Slides You Need in Your Pitch](#)

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Student Support and Success:

John B. Coleman Library

The John B. Coleman Library's mission is to enhance the scholarly pursuit of knowledge, to foster intellectual curiosity, and to promote life-long learning and research through our innovative services, resources, and cultural programs, which support the Prairie View A&M University's global mission of teaching, service, and research. It maintains library collections and access both on campus, online, and through local agreements to further the educational goals of students and faculty. [Library Website](#) Phone: 936-261-1500

Academic Advising Services

Academic Advising Services offers students various services that contribute to student success and lead toward graduation. We assist students with understanding university policies and procedures that affect academic progress. We support the early alert program to help students connect to success early in the semester. We help refer students to the appropriate academic support services when they are unsure of the best resource for their needs. Faculty advisors support some students in their respective colleges. Your faculty advisor can be identified in PantherTracks. Advisors within Academic Advising Services are available to all students. We are located across campus. Find your advisor's location by academic major on the [Advising Website](#). Phone: 936-261-5911

The University Tutoring Center

The University Tutoring Center (UTC) offers free tutoring and academic support to all registered PVAMU students. The mission of the UTC is to help provide a solid academic foundation that enables students to become confident, capable, independent learners. Competent and caring staff and peer tutors guide students in identifying, acquiring, and enhancing the knowledge, skills, and attitudes needed to reach their desired goals. Tutoring and academic support are offered face-to-face in the UTC and virtually in online sessions. Other support services available for students include Supplemental Instruction, Study Breaks, Academic Success Workshops, and Algebra Study Jam. Location: J. B. Coleman Library, Rm. 307; Phone: 936-261-1561; Email: pvtutoring@pvamu.edu; [University Tutoring Website](#)

Writing Center

The Writing Center provides well-trained peer tutors to assist students with writing assignments at any stage of the writing process. Tutors help students with various writing tasks from understanding assignments, brainstorming, drafting, revising, editing, researching, and integrating sources. Students have free access to Grammarly online writing assistance. Grammarly is an automated proofreading and plagiarism detection tool. Students must register for Grammarly by using their student email address. In addition, students have access to face-to-face and virtual tutoring services either asynchronously via email or synchronously via Zoom. Location: J. B. Coleman Library, Rm. 209; Phone: 936-261-3724; [Writing Center Website](#), [Grammarly Registration](#)

Panther Navigate

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Panther Navigate is a proactive system of communication and collaboration between faculty, academic advisors, and students that is designed to support student success by promptly identifying issues and allowing for intervention. Panther Navigate helps students by providing a central location to schedule advising appointments, view campus resources, and request assistance. Students who recognize that they have a problem that negatively affects their academic performance or ability to continue school may self-refer an academic early alert. To do so, students will log in to Canvas and click on Student Alerts on the left sidebar within a course. Students also have the option to download the Navigate Student app. Phone: 936-261-5902; [Panther Navigate Website](#)

Student Counseling Services

The Student Counseling Services offers a range of services and programs to assist students in maximizing their potential for success: short-term individual, couples, and group counseling, as well as crisis intervention, outreach, consultation, and referral services. The staff is licensed by the State of Texas and assists students who are dealing with academic skills concerns, situational crises, adjustment problems, and emotional difficulties. Information shared with the staff is treated confidentially and in accordance with Texas State Law. Location: Hobart Taylor, 2nd floor; Phone: 936-261-3564; [Health & Counseling Center Website](#)

Office of Testing Services

The Office of Testing Services serves to facilitate and protect the administration of educational and professional exams to aid students, faculty, staff, and the community in their academic and career goals. We provide proctoring services for individuals who need to take exams for distance or correspondence courses for another institution, exams for independent study courses, or make-up exams. In order for a proctored exam to be administered by our office, the instructor of the course must first submit the online PVAMU Testing Services – Test Proctoring Form (this form can only be completed by the instructor) to the Office of Testing Services 72 hours prior to the first exam being administered. Once the Test Proctoring Form has been submitted, the instructor will inform their testers so they can then register for an appointment with our office on one of the selected proctored exam test dates within the testing window for the exam and pay the applicable fees. To access the OTS – Test Proctoring Form, to schedule a proctored exam appointment, or to find more information about our proctoring services, please visit the OTS – Proctoring Service website. Location: Wilhelmina Delco, 3rd Floor, Rm. 305; Phone: 936-261-3627; Email: aetesting@pvamu.edu; Testing Website

Office of Diagnostic Testing and Disability Services

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, contact the Office of Disability Services. As a federally-mandated educational support unit, the Office of Disability Services serves as the repository for confidential disability files for faculty, staff, and students. For persons with a disability, the Office develops individualized ADA letters of request for accommodations. Other services include learning style inventories, awareness workshops, accessibility pathways, webinars, computer laboratory with adapted hard and software, adapted furniture,

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proctoring non-standardized test administrations, ASL interpreters, ALDs, digital recorders, Livescribe, and a comprehensive referral network across campus and the broader community. Location: Hobart Taylor, Rm. 1D128; Phone: 936-261-3583; [Disability Services Website](#)

Center for Instructional Innovation and Technology Services (CIITS)

Distance Learning, also referred to as Distance Education, is the employment of alternative instructional delivery methods to extend programs and services to persons unable to attend classes in the traditional manner. CIITS supports student learning through online, hybrid, web-assist, and 2-way video course delivery. For more details and contact information, visit [CIITS Student Website](#). Phone: 936-261-3283 or email: ciits@pvamu.edu.

Veteran Affairs

Veteran Services works with student veterans, current military, and military dependents to support their transition to the college environment and continued persistence to graduation. The Office coordinates and certifies benefits for both the G.I. Bill and the Texas Hazlewood Act. Location: Evans Hall, Rm. 102; Phone: 936-261-3563; [Veteran Affairs Website](#)

Office for Student Engagement

The Office for Student Engagement delivers comprehensive programs and services designed to meet the co-curricular needs of students. The Office implements inclusive and accessible programs and services that enhance student development through exposure to and participation in diverse and relevant social, cultural, intellectual, recreational, community service, leadership development, and campus governance. Location: Memorial Student Center, Rm. 221; Phone: 936-261-1340; [Student Engagement Website](#)

Center for Careers & Professional Development

This center supports students through professional development, career readiness, and placement and employment assistance. The center provides one-on-one career coaching, interview preparation, resume and letter writing, and career exploration workshops and seminars. Services are provided for students at the Northwest Houston Center and College of Nursing in the Medical Center twice a month or on a requested basis. Distance Learning students are encouraged to visit the center website for information regarding services provided. Location: Anderson Hall, 2nd floor; Phone: 936-261-3570; [Center for Careers & Professional Development Website](#)

University Rules and Procedures:

Academic Misconduct

Academic dishonesty is defined as any form of cheating or dishonesty that has the effect or intent of interfering with any academic exercise or fair evaluation of a student's performance. The college faculty can provide additional information, particularly related to a specific course, laboratory, or assignment.

You are expected to practice academic honesty in every aspect of this course and all other courses. Make sure you are familiar with the University Administrative Guidelines on Academic Integrity, which can be

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found on the [Academic Integrity webpage](#). Students who engage in academic misconduct are subject to university disciplinary procedures. As listed in the University Administrative Guidelines on Academic Integrity, the University Online Catalog, and the Student Code of Conduct, the following are examples of prohibited conduct. This list is not designed to be all-inclusive or exhaustive. In addition to academic sanctions, any student found to have committed academic misconduct that is also a violation of criminal law may also be subject to disciplinary review and action by the Office of Student Conduct (as outlined in the Student Code of Conduct).

Forms of Academic Dishonesty:

1. **Cheating:** Deception in which a student misrepresents that he/she has mastered information on an academic exercise that he/she has not learned, giving or receiving aid unauthorized by the instructor on assignments or examinations. Examples: unauthorized use of notes for a test; using a "cheat sheet" on a quiz or exam; any alteration made on a graded test or exam which is then resubmitted to the teacher;
2. **Plagiarism:** Careless or deliberate use of the work or the ideas of another; representation of another's work, words, ideas, or data as your own without permission or appropriate acknowledgment. Examples: copying another's paper or answers, failure to identify information or essays from the internet and submitting or representing it as your own; submitting an assignment which has been partially or wholly done by another and claiming it as yours; not properly acknowledging a source which has been summarized or paraphrased in your work; failure to acknowledge the use of another's words with quotation marks;
3. **Collusion:** When more than one student or person contributes to a piece of work that is submitted as the work of an individual;
4. **Conspiracy:** Agreeing with one or more persons to commit an act of academic/scholastic dishonesty; and
5. **Multiple Submission:** Submission of work from one course to satisfy a requirement in another course without explicit permission. Example: using a paper prepared and graded for credit in one course to fulfill a requirement and receive credit in a different course.

PVAMU's General Statement on the Use of Generative Artificial Intelligence Tools in the Classroom

Generative Artificial Intelligence (GAI), specifically foundational models that can create writing, computer code, and/or images using minimal human prompting, are increasingly becoming pervasive. Even though ChatGPT is one of the most well-known GAIs currently available, this statement includes any and all past, current, and future generations of GAI software. Prairie View A&M University expects that all work produced for a grade in any course, be it face-to-face or virtual, will be the sole product of a student's endeavors to meet those academic goals. However, should an instructor permit their students to use artificial intelligence as a resource or tool, students must not substitute the substance of their original work with the results of using such GAI tools. This clearly violates the [University's Administrative Guidelines on Academic Integrity](#) and its underlying academic values.

Non-Academic Misconduct:

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The university respects the rights of instructors to teach and students to learn. Maintenance of these rights requires campus conditions that do not impede their exercise. Campus behavior that interferes with either (1) the instructor's ability to conduct the class, (2) the ability of other students to profit from the instructional program, or (3) campus behavior that interferes with the rights of others will not be tolerated. An individual engaging in such disruptive behavior may be subject to disciplinary action. The Office of Student Conduct will adjudicate such incidents under nonacademic procedures.

Sexual Misconduct

Sexual harassment of students and employees at Prairie View A&M University is unacceptable and will not be tolerated. Any member of the university community violating the university's sexual harassment policy will be subject to disciplinary action. In accordance with the Texas A&M University System guidelines, your instructor is obligated to report to the Office of Title IX Compliance (titleixteam@pvamu.edu) any instance of sexual misconduct involving a student, which includes sexual assault, stalking, dating violence, domestic violence, and sexual harassment, about which the instructor becomes aware during this course through writing, discussion, or personal disclosure. The faculty and staff of PVAMU actively strive to provide a learning, working, and living environment that promotes respect that is free from sexual misconduct, discrimination, and all forms of violence. If students, faculty, or staff would like assistance or have questions, they may contact the Title IX Coordinator, Dr. Zakiya Brown, at 936-261-2144 or titleixteam@pvamu.edu. More information can be found at [Title IX Website](#), including confidential resources available on campus.

Protections and Accommodations for Pregnant and Parenting Students

The U.S. Department of Education's Office for Civil Rights (OCR) enforces, among other statutes, Title IX of the Education Amendments of 1972. Title IX protects people from discrimination based on sex, sexual orientation, and gender identity in education programs or activities that receive federal financial assistance. This protection includes those who may be pregnant and parenting. Title IX states: "No person in the United States shall, on the basis of sex, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any education program or activity receiving Federal financial assistance." Students seeking accommodations related to pregnancy or parenting should contact the Office of Title IX for information, resources, and support at titleixteam@pvamu.edu. Additional information and/or support may be provided by the Office of Disability Services or the Office of the Dean of Students.

Non-Discrimination Statement

Prairie View A&M University does not discriminate on the basis of race, color, sex, religion, national origin, age, disability, genetic information, veteran status, sexual orientation, or gender identity in its programs and activities. The University is committed to supporting students and complying with The Texas A&M University System non-discrimination policy. It seeks to establish an environment that is free of bias, discrimination, and harassment. If you experience an incident of discrimination or harassment, we encourage you to report it. If you would like to speak with someone who may be able to afford you privacy or confidentiality, there are individuals who can meet with you. The Director of Equal Opportunity & Diversity has been designated to handle inquiries regarding the non-discrimination policies and can be reached at Harrington Science Building, Suite 109, or by phone at 936-261-1744 or 1792.

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Class Attendance Policy (See the University Online Catalog for Full Attendance Policy)

Prairie View A&M University requires regular class attendance. Attending all classes supports the full academic development of each learner, whether classes are taught with the instructor physically present or via distance learning technologies such as interactive video and/or the Internet. Excessive absenteeism, whether excused or unexcused, may result in a student's course grade being reduced or in the assignment of a grade of "F." Absences are accumulated beginning with the first day of class during regular semesters and summer terms. Each faculty member will include the University's attendance policy in each course syllabus.

Makeup Work for Legitimate Absences

Prairie View A&M University recognizes that there are a variety of legitimate circumstances in which students will miss coursework and that accommodations for makeup work will be made. If a student's absence is excused, the instructor must either provide the student an opportunity to make up any quiz, exam, or other work contributing to the final grade or provide a satisfactory alternative by a date agreed upon by the student and instructor. Students are encouraged to work with instructors to complete makeup work before known scheduled absences (University-sponsored events, administrative proceedings, etc.). Students are responsible for planning their schedules to avoid excessive conflicts with course requirements.

Absence Verification Process

All non-athletic absences (e.g., Medical, Death/Funeral, Court/Legal-related, etc.) for which a student seeks to obtain a valid excuse must be submitted to the Dean of Students/Office of Student Conduct, with supporting documentation, for review and verification. Please use the [Online Reporting Forms](#) to access/complete/submit the Request for a University Excused Absence form for an excuse. Upon receipt, a staff member will verify the documentation and provide an official university excuse, if applicable. The student is responsible for providing the official university excuse issued by the Office for Student Conduct to the professor(s). Questions should be directed to the Dean of Students via email: deanofstudents@pvamu.edu or phone: (936) 261-3550 or Office for Student Conduct via email: studentconduct@pvamu.edu or phone: (936) 261-3524.

Student Academic Appeals Process

Authority and responsibility for assigning grades to students rest with the faculty. However, in those instances where students believe that miscommunication, errors, or unfairness of any kind may have adversely affected the instructor's assessment of their academic performance, the student has a right to appeal by the procedure listed in the University Online Catalog and by doing so within thirty days of receiving the grade or experiencing any other problematic academic event that prompted the complaint.

Technical Considerations:

Minimum Recommended Hardware and Software:

- Intel PC or laptop with Windows 10 or later version; Mac with OS Catalina

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- Smartphone or iPad/tablet with wi-fi*
- High-speed internet access
- 8 GB memory
- Hard drive with 320 GB storage space
- 15" monitor, 1024 x 768, color
- Speakers (internal or external)
- Microphone and recording software
- Keyboard & mouse
- Most current version of Google Chrome, Safari, or Firefox

Note: Be sure to enable Java & pop-ups in the web browser preferences

* Some courses may require remote proctoring. At this time only Chromebooks, laptops, and desktops running Windows or Mac work with our proctoring solution, but iPads are not compatible. Most other applications will work with Android or Apple tablets and smartphones.

Participants should have a basic proficiency of the following computer skills:

- Sending and receiving email
- A working knowledge of the Internet
- Microsoft Word (or a program convertible to Word)
- Acrobat PDF Reader
- Windows or Mac OS
- Video conferencing software (Zoom)

Netiquette (online etiquette)

Students are expected to participate in all discussions and virtual classroom chats as directed. Students are to be respectful and courteous to others on discussion boards. Foul or abusive language will not be tolerated. Do not use ALL CAPS for communicating to others AS IT CAN BE INTERPRETED AS YELLING. Avoid slang terms such as "wassup?" and texting abbreviations such as "u" instead of "you." Limit and possibly avoid the use of emoticons. Be cautious when using humor or sarcasm as tone is sometimes lost in an email or discussion post, and the message might be taken seriously or sound offensive.

Video Conferencing Etiquette

When using Zoom, WebEx, or other video conferencing tools, confirm the visible area is tidy, clear of background clutter, inappropriate or offensive posters, and other distractions. Ensure you dress appropriately and avoid using high traffic or noisy areas. Stay muted when you are not speaking and avoid eating/drinking during the session. Before the class session begins, test audio, video, and lighting to alleviate technology issues.

Technical Support Students should go to Password Reset Tool if they have password issues. The page will provide instructions for resetting passwords and contact information if login issues persist. For other technical questions regarding eCourses, call the Center for Instructional Innovation and Technology Services at 936-261-3283 or email ciits@pvamu.edu.

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Communication Expectations and Standards

Emails or discussion postings will receive a response from the instructor, usually in less than 48 hours. Urgent emails should be marked as such. Check regularly for responses.

Discussion Requirement

Online courses often require minimal to no face-to-face meetings. However, conversations about the readings, lectures, materials, and other aspects of the course can occur in a seminar fashion. The use of the discussion board will accomplish this. The instructor will determine the exact use of discussion boards.

It is strongly suggested that students type their discussion postings in a word processing application such as Word and save it to their PC or a removable drive before posting to the discussion board. This is important for two reasons: 1) If for some reason your discussion responses are lost in your online course, you will have another copy; 2) Grammatical errors can be greatly minimized by the use of the spell-and-grammar check functions in word processing applications. Once the post(s) have been typed and corrected in the word processing application, copy and paste to the discussion board.

COVID-19 Campus Safety Measures

In accordance with the latest guidelines from the PVAMU Health Services, the following measures are in effect until further notice.

- Students who are ill will be asked to adhere to best practices in public health, such as masking, handwashing, and social distancing, to help reduce the spread of illness across campus.
- Mandatory self-reporting will no longer be required by students. Students will be responsible for communicating with their professors regarding COVID, similarly to any other illness.
- There will be no mandatory isolation. Students who are too ill to engage in classroom activities will be responsible for securing the appropriate documentation to support the absence.
- Students who self-isolate will be responsible for communicating with their professors and securing an excuse from Student Conduct. · All students will have access to TimelyCare, a telehealth platform that provides virtual medical care 24/7 and by appointment in the Student Health Clinic. Students are encouraged to enroll with TimelyCare at the beginning of the semester, at timelycare.com/pvamu.
- Students will have access to COVID testing in the Student Health Clinic by appointment. Testing is for students who are symptomatic ONLY.