

**Enterprise and the Entrepreneur**  
**Social Sciences 147**  
**Course Calendar - Fall 2011**

Week	Dates	Topics and Subtopics	Be Ready to Discuss
1	Aug 30 Sep 1	<b>Introduction: Do you have what it takes?</b> Character, personality, motivation, comittment. Why companies fail.	Read the material below <i>prior</i> to the week for which is assigned to be discussed on Wednesday of the assigned week.
2	Sep 6,8	<b>Primary startup goals and strategy:.</b> Developing a balanced, strategic approach. Getting the right perspective.	S&B: 1,2,3
3	Sep 13,15	<b>Growth: what funders like to see.</b> The importance of high-growth dynamic strategies. Developing timelines and targets.	S&B: 4,5
4	Sep 20,22	<b>Building the team:</b> The CEO, Board, staff - who and what works and what doesn't.	S&B: 7,8 (skip 6)
5	Sep 27,29	<b>Strategic development and marketing planning:</b> Using strategy and tactics to define your goals and persuade others.	S&B: 9,10
		<b>Product Pitches Begin</b>	
6	Oct 4,6	<b>Funding:</b> Sources of venture funding and how they should be approached, what they expect to see.	S&B: 6,11,12
7	Oct 11,13	<b>More on funding:</b> Valuation, term sheets, exit strategies, capitalization, growth philosophies.	S&B: 13,14
8	FB, Oct 20	<b>Capitalization:</b> <b>Startup Capitalization homework is due.</b>	S&B: 15
9	Oct 25,27	<b>Sales and Marketing:</b> Finding targets, setting goals and timelines, budgeting, marketing strategy, getting revenues.	S&B: 16,17
10	Nov 1,3	<b>Specifically Sales:</b> Startup sales problems - getting that first sale, credibility, motivation, guts and having what it takes.	S&B: 18

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| 11 | Nov 8,10          | <b>Back to the team:</b><br>Working with employees, labor and legal issues,<br>personnel management.<br><b>Selection of teams for team pitches.</b> | S&B: 19,20          |
| 12 | Nov 15,17         | <b>Intellectual Property:</b><br>Patents, other intellectual property and related legal<br>issues.<br><b>Team product choices.</b>                  | S&B: 21,22          |
| 13 | Nov 22,24         | <b>Team pitch practice begins.</b>  | No further reading. |
| 14 | Dec 29, Dec 1     | <b>Team pitch practice.</b>   |                     |
| 15 | Dec 6             | <b>Team pitch practice.</b><br><b>COMPLETED TEAM BUSINESS PLANS DUE!</b>  |                     |
|    | <b>December 8</b> | <b>TEAM PITCHES!</b>  |                     |