

# CURRICULUM CATALOG



MY NEW ENTERPRISE

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# New Venture Creation

## **Unit 1: Introduction to MLSE 3510**

- a. Introduction to Course (Video)
- b. Grading for the Course (Written)
- c. The Future of Work (Video)
- d. The Need for Entrepreneurship (Written)
- e. Pre-Assessment (Exam)

## **Unit 2: Finding Your Purpose, Passion and Perseverance**

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- h. Strategies for Maintaining Passion and Perseverance (Written)
- i. Entrepreneur Video (Dan Clark)
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## **Unit 3: Building on What You Already Know**

- a. Introduction to Unit (Video)
- b. Entrepreneurs Discuss Building on What You Know (Video)
- c. Introduction to Exercises (Video)
- d. Generating Business Ideas (Written)
- e. Entrepreneur Video (Nicole DeBoom)
- f. Applications from the Entrepreneur Video (Written)
- g. Assessment for Unit (Quiz)

## **Unit 4: Launching a True Business Opportunity**

- a. Introduction to Unit (Video)
- b. Entrepreneurs Discuss Needs (Video)
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- e. Evaluating Your Experience (Written)
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- l. Entrepreneur Video (Dave Twombly)
- m. Applications from the Entrepreneur Video (Written)
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### **Unit 5: Developing Your Supporting Cast**

- a. Introduction to Unit (Video)
- b. Assessing Your Team Needs (Printed Assessment)
- c. Entrepreneurs Discuss Building a Brain Trust (Video)
- d. Developing Your Brain Trust (Written)
- e. Entrepreneurs Discuss Building a Team (Video)
- f. Developing Your Core Team (Written)
- g. Entrepreneur Video (Justin Gold)
- h. Applications from the Entrepreneur Video (Written)
- i. Assessment for Unit (Quiz)

### **Unit 6: Maximizing All of Your Resources**

- a. Introduction to Unit (Video)
- b. Entrepreneurs Discuss Creating More with Less (Video)
- c. Introduction to Bootstrapping (Video)
- d. Entrepreneurs Discuss Bootstrapping (Video)
- e. Strategies for Effective Bootstrapping (Written)
- f. Taking Inventory of Your Resources (Written)
- g. Creating Your Initial Launch Strategy (Written)
- h. Entrepreneur Video (Allen Lim)
- i. Applications from the Entrepreneur Video (Written)
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- d. Criteria for Securing Loans (Written)
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- d. Entrepreneurs Discuss Buying a Franchise (Video)
- e. How to Evaluate Franchises for Sale (Written)
- f. Business or Franchise Buying Exercise (Written)
- g. Entrepreneur Video (Jeff Pedersen)
- h. Applications from the Entrepreneur Video (Written)
- i. Assessment for Unit (Quiz)

### **Unit 10: Summary of Course**

- a. Summary of Overall Content (Video)
- b. Final Assessment for Course (Exam)
- c. Final Paper for the Course (Written)

# New Venture Marketing

## **Unit 1: Introduction to MLSE 3520**

- a. Introduction to Course (Video)
- b. Grading for the Course (Written)
- c. Pre-Assessment (Exam)

## **Unit 2: Developing Your Company Brand**

- a. Introduction to Unit (Video)
- b. Entrepreneurs and Experts Discuss Building a Brand (Video)
- c. Defining Your Company Values (Written)
- d. Defining Your Customer Persona (Written)
- e. Defining Your Brand Essence (Written)
- f. Creating Your Brand Expressions (Written)
- g. Maintaining Brand Integrity (Written)
- h. Entrepreneur Video (Alyssa Wasko)
- i. Applications from the Entrepreneur Video (Written)
- j. Assessment for Unit (Quiz)

## **Unit 3: Securing Your Name, Trademark and Web Domain**

- a. Introduction to Unit (Video)
- b. Entrepreneurs and Experts Talk about Names and Trademarks (Video)
- c. Securing Your Name and Web Domain (Written)
- d. Obtaining a Trademark for Your Business (Written)
- e. Entrepreneur Video (Joanne McCall)
- f. Applications from the Entrepreneur Video (Written)
- g. Assessment for Unit (Quiz)

## **Unit 4: Leveraging Low-Cost Marketing Strategies**

- a. Introduction to Unit (Video)
- b. Entrepreneurs Discuss Low-Cost Marketing (Video)
- c. Types of Low-Cost Marketing Strategies (Written)
- d. Creating Your Low-Cost Marketing Strategy (Written)
- e. Entrepreneur Video (Entrepreneurs at Fisherman's Wharf)
- f. Applications from the Entrepreneur Video (Written)
- g. Assessment for Unit (Quiz)

## **Unit 5: Using Social Media to Your Advantage**

- a. Introduction to Unit (Video)
- b. Entrepreneurs and Experts Discuss Social Media (Video)

- c. Types of Social Media (Written)
- d. Creating Your Social Media Strategy (Written)
- e. Entrepreneur Video (Jason and Jon Araghi)
- f. Applications from the Entrepreneur Video (Written)
- g. Assessment of Unit (Quiz)

**Unit 6: Implementing Effective Selling Practices**

- a. Introduction to Unit (Video)
- b. Entrepreneurs and Experts Discuss Principles of Effective Selling (Video)
- c. Creating Your Product Story (Written)
- d. Keys to Effective Selling (Written)
- e. Creating Your Selling Strategy (Written)
- f. Entrepreneur Video (Bill Child)
- g. Applications from the Entrepreneur Video (Written)
- h. Assessment of Unit (Quiz)

**Unit 7: Building a Community of Raving Fans**

- a. Introduction to Unit (Video)
- b. Entrepreneurs Discuss Distinguishing Service (Video)
- c. Offering the Highest Level of Customer Service (Written)
- d. Entrepreneurs Discuss Systems for Service (Video)
- e. Creating Systems for Distinguishing Service (Written)
- f. Entrepreneur Video (Jacque Butler)
- h. Applications from the Entrepreneur Video (Written)
- g. Assessment for Unit (Quiz)

**Unit 8: Making a Difference with Your Business**

- a. Introduction to Unit (Video)
- b. Entrepreneurs Discuss Making a Difference (Video)
- c. Entrepreneurs Discuss Business Models for Giving Back (Video)
- d. Entrepreneurs Discuss the Benefits of Giving Back (Video)
- e. Why Serving Your Community Makes Sense (Written)
- f. Creating Your Community Giving Strategy (Written)
- g. Entrepreneur Video (Gail Williams)
- h. Applications from the Entrepreneur Video (Written)
- i. Assessment of Unit (Quiz)

**Unit 9: Creating an Effective Integrated Marketing Strategy**

- a. Introduction to Unit (Video)
- b. Entrepreneurs and Experts Discuss Integrated Marketing (Video)



- c. Selecting Appropriate Strategies for Your Business (Written)
- d. Creating Your Integrated Marketing Plan (Written)
- e. Entrepreneur Video (Bill Kilburg)
- f. Applications from the Entrepreneur Video (Written)
- g. Assessment of Unit (Quiz)

**Unit 10: Summary of Course**

- a. Summary of Overall Content (Video)
- b. Final Assessment for Course (Exam)
- c. Final Paper for Course (Written)

## **New Venture Financing**

**Unit 1: Introduction to MLSE 3530**

- a. Introduction to Course (Video)
- b. Grading for the Course (Written)
- c. Pre-Assessment (Exam)

**Unit 2: Forming the Right Business Entity**

- a. Introduction to Unit (Video)
- b. Managing Initial Legal Issues (Written)
- c. Introduction to Business Entities (Video)
- d. Types of Legal Structures for New Businesses (Video)
- e. What is a Sole Proprietorship? (Video)
- f. What is General Partnership? (Video)
- g. What is a Limited Liability Company? (Video)
- h. Corporate Structures You May Use Later (Video)
- i. Choosing Your Business Entity (Written)
- j. Entrepreneur Video (Alan Hall )
- k. Assessment for Unit (Quiz)

**Unit 3: Assessing Your Intellectual Property**

- a. Introduction to Unit (Video)
- b. What is Intellectual Property? (Video)
- c. Types of Intellectual Property (Written)
- d. What are Trademarks? (Video)
- e. Trademark Exercise (Written)
- f. What are Patents? (Video)

- g. Patent Exercise (Written)
- h. What are Copyrights? (Video)
- i. Copyright Exercise (Written)
- j. What are Trade Secrets? (Video)
- k. Trade Secret Exercise (Written)
- l. Entrepreneur Video (Stephen Sullivan)
- m. Assessment of Unit (Quiz)

#### **Unit 4: Bootstrapping Your Business**

- a. Introduction to Unit (Video)
- b. Entrepreneurs Discuss the Concept of Bootstrapping (Video)
- c. Strategies for Bootstrapping Your Business (Written)
- d. Creating Your Bootstrapping Strategy (Written)
- e. Entrepreneur Video (Kate Maloney)
- f. Assessment for Unit (Quiz)

#### **Unit 5: Funding with Debt Financial**

- a. Introduction to Unit (Video)
- b. Entrepreneurs Discuss Funding with Debt (Video)
- c. Various Sources for Debt Financing (Written)
- d. Key Criteria for Securing Loans (Written)
- e. Creating a Debt Financing Plan (Written)
- f. Entrepreneur Video (Jeff Wester)
- g. Assessment of Unit (Quiz)

#### **Unit 6: Funding with Equity Financing**

- a. Introduction to Unit (Video)
- b. Entrepreneurs Discuss Equity Financing (Video)
- c. Sources of Equity Financing (Written)
- d. Creating an Equity Funding Plan (Written)
- e. Entrepreneur Video (Shark Tank Video at USU)
- f. Assessment of Unit (Quiz)

#### **Unit 7: Creating Your Long-Term Funding Plan**

- a. Introduction to Unit (Video)
- b. Entrepreneurs Discuss Creating a Long-Term Funding Plan (Video)
- c. Stage 1: Developing Your Product or Service (Written)
- d. Stage 2: Proving Your Business Model (Written)
- e. Stage 3: Scaling Your Business (Written)
- f. Entrepreneur Video (Nicole Campos)

- g. Assessment of Unit (Quiz)

### **Unit 8: Understanding Key Financial Ratios**

- a. Introduction to Unit (Video)
- b. Experts Talk about Key Financial Ratios
- c. Calculating Your Cost of Goods
- d. Calculating Your Gross Margin
- e. Calculating Your Profit Margin
- f. Calculating Return on Investment
- g. Entrepreneur Video (Gary Hammerslag)
- h. Assessment of Unit (Quiz)

### **Unit 9: Creating Your Financial Projections**

- a. Introduction to Unit (Video)
- b. Experts Talk about Income Statements (Video)
- c. The Sections of an Income Statement (Written)
- d. Creating Your Three Year Projections
- e. Entrepreneur Video (Jorge Fierro)
- f. Assessment of Unit (Quiz)

### **Unit 10: Summary of Course**

- a. Summary of Overall Content (Video)
- b. Final Assessment for Course (Exam)
- c. Final Paper for Course (Written)

## **New Venture Execution**

### **Unit 1: Introduction to MLSE 3540**

- a. Introduction to Course (Video)
- b. Grading for the Course (Written)
- c. Pre-Assessment (Exam)

### **Unit 2: Writing Your Full Business Plan**

- a. Introduction to Unit (Video)
- b. Entrepreneurs Discuss Writing a Business Plan (Video)
- c. Introduction to Exercises (Video)
- d. Components of a Business Plan (Written)
- e. The Do's and Don'ts of Business Plans (Written)

- f. Outlining Your Business Plan (Written)
- g. Entrepreneur Video (Bill Bezuk)
- h. Assessment for Unit (Quiz)

**Unit 3: Creating Your Mission Vision and Values**

- a. Introduction to Unit (Video)
- b. Entrepreneurs Discuss Mission, Vision and Values
- c. Clarifying Your Mission (Written)
- d. Creating Your Vision (Written)
- e. Defining Your Values (Written)
- f. Entrepreneur Video (Sheila Kemper Dietrich)
- g. Assessment for Unit (Quiz)

**Unit 4: Gaining Knowledge of Your Industry**

- a. Introduction to Unit (Video)
- b. Entrepreneurs Discuss Learning Your Industry (Video)
- c. Evaluating Industry Characteristics (Written)
- d. Evaluating Competition (Written)
- e. Evaluating Vendors and Suppliers (Written)
- f. Evaluating Customer Groups (Written)
- g. Evaluating Substitute Products (Written)
- h. Entrepreneur Video (Dave Neeleman)
- i. Assessment for Unit (Quiz)

**Unit 5: Building Strategic Partnerships**

- a. Introduction to Unit (Video)
- b. Entrepreneurs Discuss Strategic Partnerships (Video)
- c. Creating Your Strategic Partnerships (Written)
- d. Entrepreneur Video (Dan and Suzanne Marino)
- e. Assessment of Unit (Quiz)
- f.

**Unit 6: Establishing Goals and Success Activities**

- a. Introduction to Unit (Video)
- b. Entrepreneurs Discuss Goals and Success Activities (Video)
- c. The Power of Goals (Written)
- d. Setting Goals for Your Business (Written)
- e. Defining Your Success Activities (Written)
- f. Creating Success Activities for Your Business (Written)
- g. Entrepreneur Video (Amy Gardner)
- h. Assessment of Unit (Quiz)

**Unit 7: Creating Your Execution Plan**

- a. Introduction to Unit (Video)
- b. Entrepreneurs Discuss Creating Execution Plans (Video)
- c. The Entrepreneurial Planning Process (Written)
- d. Creating Your Short-Term Vision (Written)
- e. Creating Your Short-Term Execution Plan (Written)
- f. Entrepreneur Video (Jim Pittenger)
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**Unit 8: Pivoting to Multiple Revenue Streams**

- a. Introduction to Unit (Video)
- b. Entrepreneurs Discuss Pivoting to New Opportunities (Video)
- c. Pivoting to New Revenue Streams (Written)
- d. Creating Your Diversification Plan (Written)
- e. Entrepreneur Video (Benny and Julie Benson)
- f. Assessment for Unit (Quiz)

**Unit 9: Making Powerful Presentations**

- a. Introduction to Unit (Video)
- b. Entrepreneurs Discuss Making Powerful Presentations
- c. Creating Your Elevator Pitch (Written)
- d. Creating Your Business Presentation (Written)
- e. Entrepreneur Video (Becky Anderson)
- f. Assessment of Unit (Quiz)

**Unit 10: Summary of Course**

- a. Summary of Overall Content (Video)
- b. Final Assessment for Course (Exam)
- c. Final Paper for Course (Written)

# **Enterprise Creation (Overview Course)**

## **Unit 1: Introduction to MGT 6410**

- a. Introduction to Course (Video)
- b. Grading for the Course (Written)
- c. The Future of Work (Video)
- d. The Need for Entrepreneurship (Written)
- e. Pre-Assessment (Exam)

## **Unit 2: Finding Your Purpose, Passion and Perseverance**

- a. Introduction to Unit (Video)
- b. Entrepreneurs Discuss Importance of Purpose (Video)
- c. The Power of Purpose in Your Business (Written)
- d. Entrepreneurs Discuss the Power of Passion (Video)
- e. Entrepreneurs Discuss the Importance of Perseverance (Video)
- f. Assessing Your Passion and Perseverance (Written)
- g. Entrepreneurs Discuss Maintaining Purpose, Passion and Perseverance (Video)
- h. Strategies for Maintaining Purpose, Passion and Perseverance (Written)
- i. Entrepreneur Videos (Dan Clark, Amilya Antonetti, Alyssa Wasko)
- j. Applications from Entrepreneur Videos (Written)
- k. Assessment for Unit (Quiz)

## **Unit 3: Building on What You Already Know**

- a. Introduction to Unit (Video)
- b. Entrepreneurs Discuss Building on What You Know (Video)
- c. Introduction to Exercises (Video)
- d. Generating Business Ideas (Written)
- e. Entrepreneur Videos (Stephen Sullivan, Nicole DeBoom. Fisherman's Wharf)
- f. Applications from Entrepreneur Videos (Written)
- g. Assessment for Unit (Quiz)

## **Unit 4: Launching a True Business Opportunity**

- a. Introduction to Unit (Video)
- b. Entrepreneurs Discuss Needs (Video)
- c. Evaluating Your Need (Written)
- d. Entrepreneurs Discuss Experience (Video)
- e. Evaluating Your Experience (Written)

- f. Entrepreneurs Discuss Resources (Video)
- g. Evaluating Your Resources (Written)
- h. Entrepreneurs Discuss Customers (Video)
- i. Evaluating Buying Customers (Written)
- j. Entrepreneurs Discuss Business Models (Video)
- k. Evaluating Your Business Model (Written)
- l. Entrepreneur Videos (Dave Twombly, Joanne McCall, Jeff Pedersen)
- m. Applications from Entrepreneur Videos (Written)
- n. Assessment for Unit (Quiz)

### **Unit 5: Gaining Knowledge of Your Industry**

- a. Introduction to Unit (Video)
- b. Entrepreneurs Discuss Learning Your Industry (Video)
- c. Introduction to Exercises (Video)
- d. Evaluating Industry Characteristics (Written)
- e. Evaluating Competition (Written)
- f. Evaluating Vendors and Suppliers (Written)
- g. Evaluating Customer Groups (Written)
- h. Evaluating Substitute Products (Written)
- i. Entrepreneur Videos (Dave Neeleman, Becky Anderson, Shasta Leatherworks)
- j. Applications from Entrepreneur Videos (Written)
- k. Assessment for Unit (Quiz)

### **Unit 6: Forming Your Business Entity**

- a. Introduction to Unit (Video)
- b. Managing Initial Legal Issues (Written)
- c. Introduction to Business Entities (Video)
- d. Types of Legal Structures for New Businesses (Video)
- e. What is a Sole Proprietorship? (Video)
- f. What is General Partnership? (Video)
- g. What is a Limited Liability Company? (Video)
- h. Other Structures You May Use Later (Video)
- i. Summary of Various Business Entities (Written)
- j. Choosing Your Business Entity (Written)
- k. Entrepreneur Videos (Bill Child, Alan Hall, Gary Hammerslag)
- l. Applications from Entrepreneur Videos (Written)
- m. Assessment for Unit (Quiz)

### **Unit 7: Developing Your Supporting Cast**

- a. Introduction to Unit (Video)
- b. Assessing Your Team Needs (Printed Assessment)
- c. Entrepreneurs Discuss Building a Brain Trust (Video)
- d. Developing Your Brain Trust (Written)
- e. Entrepreneurs Discuss Building a Team (Video)
- f. Developing Your Core Team (Written)
- g. Entrepreneurs Discuss Building Strategic Partnerships (Video)
- h. Building Your Strategic Partnerships (Written)
- i. Entrepreneur Videos (Justin Gold, Bill Kilburg, Sheila Kemper Dietrich)
- j. Applications from Entrepreneur Videos (Written)
- k. Assessment for Unit (Quiz)

### **Unit 8: Maximizing All of Your Resources**

- a. Introduction to Unit (Video)
- b. Entrepreneurs Discuss Creating More with Less (Video)
- c. Introduction to Bootstrapping (Video)
- d. Entrepreneurs Discuss Bootstrapping (Video)
- e. Strategies for Effective Bootstrapping (Written)
- f. Taking Inventory of Your Resources (Written)
- g. Creating Your Bootstrapping Strategy (Written)
- h. Entrepreneur Videos (Allen Lim, Mike Glauser, Jorge Fierro)
- i. Applications from Entrepreneur Videos (Written)
- j. Assessment for Unit (Quiz)

### **Unit 9: Developing Your Funding Plan**

- a. Introduction to Unit (Video)
- b. Entrepreneurs Discuss Debt Financing (Video)
- c. Sources of Debt Financing (Written)
- d. Criteria for Securing Loans (Written)
- e. Debt Financing Exercise (Written)
- f. Introduction to Equity Financing (Video)
- g. Entrepreneurs Discuss Equity Financing (Video)
- h. Sources of Equity Financing (Written)
- i. Equity Financing Exercise (Written)
- j. Entrepreneur Video (Brock Blake, Jeff Wester, Nicole Campos)
- k. Applications from Entrepreneur Videos (Written)
- l. Assessment for Unit (Quiz)

### **Unit 10: Writing Your Full Business Plan**

- a. Introduction to Unit (Video)



- b. Entrepreneurs Discuss Writing a Business Plan (Video)
- c. Introduction to Exercises (Video)
- d. Components of a Business Plan (Written)
- e. The Do's and Don'ts of Business Plans (Written)
- f. Outlining Your Business Plan (Written)
- g. Sample Financial Statement (Written)
- h. Entrepreneur Videos (Chris Michel, Bill Bezuk, Chris Washburn)
- i. Applications from Entrepreneur Videos (Written)
- j. Assessment for Unit (Quiz)

### **Unit 11: Building a Community or Raving Fans**

- a. Introduction to Unit (Video)
- b. Entrepreneurs Discuss Distinguishing Service (Video)
- c. Offering the Highest Level of Customer Service (Written)
- d. Entrepreneurs Discuss Systems for Service (Video)
- e. Creating Systems for Distinguishing Service (Written)
- f. Entrepreneur Video (Jacque Butler, Vicki Stobbe, Amy Gardner)
- g. Applications from Entrepreneur Videos (Written)
- h. Assessment for Unit (Quiz)

### **Unit 12: Planning for Pivots and Diversification**

- a. Introduction to Unit (Video)
- b. Entrepreneurs Discuss Pivoting (Video)
- c. Pivoting to Gain Initial Traction (Written)
- d. Introduction to Ongoing Pivoting (Video)
- e. Entrepreneurs Discuss Pivoting to Multiple Revenue Streams (Video)
- f. Pivoting to New Opportunities (Written)
- g. Entrepreneur Video (Benny and Julie Benson, Kate Maloney, Gail Williams)
- h. Applications from Entrepreneur Videos (Written)
- i. Assessment for Unit (Quiz)

### **Unit 13: Making a Difference with Your Business**

- a. Introduction to Unit (Video)
- b. Entrepreneurs Discuss Making a Difference (Video)
- c. Entrepreneurs Discuss Business Models for Giving Back (Video)
- d. Entrepreneurs Discuss the Benefits of Giving Back (Video)
- e. Why Serving Your Community Makes Sense (Written)
- f. Creating Your Community Giving Strategy (Written)
- g. Entrepreneur Videos (Mary DeLima, Todd Albi, Jason and Jon Araghi)
- h. Applications from Entrepreneur Videos (Written)

- i. Assessment for Unit (Quiz)

**Unit 14: Summary of Course**

- a. Summary of Overall Content (Video)
- b. Final Assessment for Course (Exam)
- c. Final Paper for Course (Written)