

LDRS 390-02

Syllabus for Four Credit Hours

Last revised: November 25, 2011

Entrepreneurial Leadership. *Boldly asserting that God is the ultimate entrepreneur, LDRS 390-02 engages students in the basic dimensions of entrepreneurial leadership in for-profit and not-for-profit businesses. Visits with seasoned inventors, innovators and other malcontents, trips to entrepreneurial ventures, and challenging hands-on activities will give students a taste of how to create positive change by taking them from idea generation to market. All students are expected to offer business pitches to a panel of experts.*

We invite students from all majors to enroll in this course. There are no prerequisites. However, if you are a Management major and wish to take this course and apply it as an elective in the Management major, or a Leadership minor who wishes to take this course as a substitute in the LDRS minor, please contact the CFL director.

LDRS 390-02/LDRS 231 is the prerequisite course for the HEI Summer Fellowship Program.

NOTE: AMERICANS WITH DISABILITIES ACT: Any student whose disability falls within ADA guidelines should inform the instructor at the beginning of the semester of any special accommodations or equipment needs necessary to complete the requirements for this course. Students must register documentation with the Office of Disability Services and/or Academic Support Center. If you have questions, call Student Development at extension 7800.

NOTE: Hope College expects all students to assess each course in an effort to continuously improve student learning. At the end of the semester, you will be asked to assess how well this course met its stated goals. Your responses will be kept anonymous, but I will take the collective results seriously in thinking about how to provide Hope students the best possible education. Your responses matter. You are urged to participate in this important process

Objectives

- **Understand the meaning of leadership, entrepreneurship, and the basis dimensions of business.**
- **Develop greater skill in developing and communicating ideas for not-for-profit and for-profit organizations.**

Texts

- *Business Model Generation*
- *The Art of the Start*
- *The Lean Startup*

Instructor

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Grading

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| • 90-Second Elevator Pitch | 20% |
| • 3-page Executive Summary | 20% |
| • 10-slide Powerpoint | 20% |
| • Memos and Assignments | 40% |

NOTES:

- **Students must complete all assignments to pass this course.**
- **Attendance is mandatory.**
- Please write in single-spaced, 12 point font, block format.
- Memos are written in short sentences and short paragraphs; memos utilize headings, making it easy for the reader to find information. Memos for this FYC should have the following headings:
 - Overview (to explain what the memo is about)
 - Context (to give relevant background information)
 - Problem/Question
 - Solution/Answer
 - Critical Analysis
 - Conclusion
- **Writing assignments are graded on a sense of concise thoroughness.**
- **Students have the option of rewriting memos if they are re-written within a day of their return.**

Grading Scale

“Check Plus” (A-) = BOTH high quality in writing AND significant depth in thinking

“Check” (B) = EITHER high quality in writing OR significant depth of thinking

“Check Minus (C+) = NEITHER high quality in writing NOR significant depth of thinking

Schedule

Week 1: Entrepreneurs are Leaders

READ: Intro and Ch.1 of *Visioneering*; Preface and Chs. 1 & 2 of *Building the Bridge*; READ: Ch. 4 of *The Servant*; READ: Preface and Ch.1 of *Change the World*; READ Introduction and Ch. 1 of *Lift*; WRITE and E-MAIL me a 3-page memo answering the question: What does it mean to be a leader?

Week 2: Leaders are Entrepreneurial

READ: "Systematic Entrepreneurship" and READ Ex. Summary and Chs. 1-2 of *Creativity at Work*; WRITE and E-MAIL me a 2-page memo answering the question: What does it mean to be entrepreneurial?

Week 3: Fundamental Business Questions

READ: Ch.1, Ch. 3, and Ch. 5 of *Business Model Generation*; and READ the Sweetwater case. PLOT the proposed Sweetwater business on a business model canvas. DO the same for your business idea.

Week 4: Alternatives

READ Ch. 2 of *Business Model Generation*; DESIGN different "patterns" for the Sweetwater business, and WRITE and E-MAIL me a 2-page memo describing those patterns. DO the same for your business idea.

Week 5: Ideation

CONDUCT web-based research related to your idea; learn about the "relevant industry;" WRITE and E-MAIL me a 3-page memo on your findings.

- Week 6: Customer Segments and Value Propositions
- READ "Segmentation and Targeting" and "Brand Positioning" and WRITE and E-MAIL me a 2-page memo describing your customer profile and "formal positioning statement."
- Week 7: Customer Relationships, Channels, and Revenue Streams
- WRITE and E-MAIL me a 5-second, 30-second, and 90-second pitch for your business idea.
- Week 8: Key Activities, Key Partners, Key Resources, Cost Structures
- WRITE and E-MAIL me a 2-page (single-spaced) memo describing your revenue streams and cost structure.
- Week 9: Pitching the Business Idea
- READ *The Art of the Start*, Chs. 1-4; DRAFT and E-MAIL me a Powerpoint presentation ("story") of your business idea (5 slides).
- Week 10: Legal Considerations
- READ Honigman documents. READ *The Art of the Start*, Chs. 5-11; REVISE and E-MAIL me your Powerpoint slides, expanding your deck to 10.
- Week 11: Articulation
- READ *The Lean Startup*, Chs. 1-4. WRITE and E-MAIL me a memo defining "entrepreneur," "startup," the "lean startup method," "product," "innovation," "sustaining" vs. "disruptive" innovation, "validated learning," "the pertinent question," "value hypothesis," "growth hypothesis," "early adopters," and "the four questions."
- Week 12: Activation
- READ *The Lean Startup*, Chs. 5-8. WRITE and E-MAIL me a memo defining your "leap of faith assumptions," explaining how your organization will test those assumptions, describing your "customer archetype," how you will utilize the technique of "the concierge minimum viable product," what quality is for your business, how you will establish a "baseline," and how you will apply the "three A's" of metrics.

Week 13: Proliferation

REVISE your 10-slide Powerpoint story and WRITE and E-MAIL me a 3-page Executive Summary of your business plan.

Week 14: Obligation and Evaluating Business Models and Plans

PRACTICE your 90-second business plan pitch and RE-WRITE and E-MAIL me your 3-page Executive Summary

Week 15: Feedback

READ "How to Play to Your Strengths," COLLECT FEEDBACK from your peers, COMPLETE the "personal profile," and WRITE and E-MAIL me a 2-page memo on your strengths.