Course Title: Startups and Innovation

Instructor's name, email, and office hours will be provided by the school

Course format

All activities are online

Course prerequisites

None

Course overview

Students hear a lot of contradictory advice in life. On one hand, they may hear something like "Follow your dreams. Pursue your passion and the money will come!" On the other hand, they may hear something completely opposite, like "Most startups fail! It's much safer to get a safe, steady job." So which side is right? Given the massive changes to the economy and society, the skills of entrepreneurship are going to be critical in building a lasting career. The entrepreneurial mindset of searching for opportunities, creating value, and solving pain points will always be valuable. And this mindset applies not just to starting a business, but in any organization that someone is a part of: school, established companies, or non-profits. In this course, students will explore how to use this mindset to create the next world-class startup.

Course outline by module

1. Introduction to Entrepreneurship and Startups
2. MVP and Product Market Fit
3. Business Models
4. Competition
5. Disruptive Innovation
6. Building a Team
7. Marketing a Startup
8. Writing a Pitch Deck
9. Raising Capital
10. Possibilities and Opportunities

Getting help

It is important to seek help if you have trouble understanding course materials or encounter technical problems. Depending on the situation, questions can be addressed to your instructor or your school's help desk. For Learning Management System-specific questions, find the support email or phone number on your Learning Management System's website. For course-specific questions or issues, please email support@pointfuleducation.com

Netiquette

- Never write anything in the course that you wouldn't be comfortable printing in your local newspaper to be read by all your friends and family.
- Use appropriate emoticons (emotion icons) to help convey meaning. Use "smiley's" or punctuation such as :-) to convey emotions.

- Avoid sarcasm. People who don't know you may misinterpret its meaning.
- If you get upset by a message, take a little break. Don't respond when you're angry. Take a little while to think about it first!
- Keep posts to the point. Keep messages concise—about one screen, as a rule of thumb.
- Use appropriate language:
- Avoid coarse, rough, or rude language.
- Observe good grammar and spelling.
- Use appropriate intensifiers to help convey meaning.
- Avoid sentences typed in all caps.
- Use asterisks surrounding words to indicate italics used for emphasis (*at last*).
- Use words in brackets, such as (grin), to show a state of mind.
- Use common acronyms (e.g., LOL for "laugh out loud").

- Always be polite. Remember, you're dealing with real people, not just words on a screen.

(Sources: https://www.education.com/reference/article/netiquette-rules-behavior-internet/ and Kipp, K., & Patrick, S. (2013). Teaching on the education frontier: instructional strategies for online and blended classrooms: grades 5-12. San Francisco, CA: Jossey-Bass.)

Plagiarism

Be careful to avoid plagiarism. All plagiarized assignments will receive a zero and could have further disciplinary actions. When in doubt, cite the source or don't use it. Ask you instructor if you need assistance on citing sources or paraphrasing.

Companies mentioned in the Course

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OCLC recognizes that creating accessible products is a continuous process that can only be improved by input from our users. Whether you have enjoyed or had difficulty using one of our

products, or would like to make general comments, please contact us by emailing us at support@pointfuleducation.com.