

	DAY	DATE		SUBJECT
1	Tuesday	August	26	Introduction to course Class website : Sites of Interest to Entrepreneurs Hand in group requests to Evan (groups will be 3 s
2	Thursday	August	28	Business Plan Discussion Reading: How to Prepare a Business Plan Reading: Top 10 Lies of Entrepreneurs Book: Creating a Business Plan (nuts and bolts of Class Materials: Business Plan Comments no Assign groups for Business Plan projects & Social Entrepre
3	Tuesday	September	2	Business Plan Discussion Reading: Bhide, Questions Every Entrepreneur Must Ask Reading: Pre-Start Analysis Class Materials: Business Plan Comments no Note: Further Discussion of Social Entrepreneur prof
4	Thursday	September	4	Entrepreneurial Funding Reading: What is Venture Capital Reading: How Venture Capital Works Reading: Angel Investing Reading: Legal Aspects of Entrepreneurship Reading: How To Make Your Case in 30 Seco Class Materials: Venture Capital worksheet ; Entrepreneuri
5	Tuesday	September	9	Financials lecture Reading: Financial hand-outs in binder Social Entrepreneur Profile Choice - 1st come, 1st se
6	Thursday	September	11	Florida Air – Case Due Reading : Florida Air Reading: Bootstrap Finance Business Plan Ideas Due - Must have final idea and be started
7	Tuesday	September	16	Isaac Mizrahi Financials - Case Due Reading: Assignment in Binder
8	Thursday	September	18	Passion for Learning– Case Due Reading: Passion for Learning Case
9	Tuesday	September	23	Martin Smith – Case Due Reading: Martin Smith case Reading: Venture Capital Negotiations Reading: Note on Valuation of Venture Capital Reading: How VC's Evaluate Potential Opportu
10	Thursday	September	25	Tickle - Case Due Reading: Tickle Case
11	Tuesday	September	30	Work On Social Entrepreneur Profile
12	Thursday	October	2	Speaker - Entrepreneur Pitch
13	Tuesday	October	7	Discussion of Speaker Investment Banking & Exit Strategies Lectu Reading: Investment Banking slide in binde

				Hand in Social Entrepreneur Profile
14	Thursday	October	9	Social Entrepreneur Profile Presentations / Discu
	Tuesday	October	14	Fall Break
15	Thursday	October	16	Elevator Pitch Day Each group gives 15 minute elevator pitch of Note: Check individual Group Meeting Times wit
16	Tuesday	October	21	Elevator Pitch Day Each group gives 15 minute elevator pitch of Note: Check individual Group Meeting Times wit Rough draft of business plan due
17	Thursday	October	23	Individual Meetings with Evan Times to be assigned
18	Tuesday	October	28	Ethics Scenarios Reading: Ethics Handout Reading: Ethical Dimensions in Competitive An Intro to Charles River Jazz Case Reading: Bald Mountain Ski Example
19	Thursday	October	30	Charles River Jazz - Case Due Reading: Charles River Jazz Case
20	Tuesday	November	4	Kodak – Case Due Reading: Eastman Kodak Case
21	Thursday	November	6	Crunch - Case Due Reading: Crunch Case Reading: The Vision Thing
22	Tuesday	November	11	IceDelights - Case Due Reading: IceDelights Case Reading: Note on Franchising
23	Thursday	November	13	To Be Decided Business Plans Due (Bring in 8 copies of your plan: 1 for Evan and 1 for
24	Tuesday	November	18	Heineken/Emerging Markets– Case Due Reading: Heineken case Reading: What Makes a Company Global? Reading: Emerging Markets handout Question: Do an advertisement for Heineken (print ad, radio spot, TV spot) what you think Heineken should convey in their ad
25	Thursday	November	20	Human Resources Reading: Human Resource handout Reading: Don't Ask These Questions Reading: ABC of Job Interviewing
26	Tuesday	November	25	Business Plan Critiques
	Thursday	November	27	Thanksgiving Break
27	Tuesday	December	2	Business Plan Critiques

28	Thursday	December	4	Business Plan Critiques
No Final Exam				