Business Systems in Entrepreneurship 388 (3cr)

Instructor: Dave Lambe, MBA

Chief Learning Officer, Engler Agribusiness Entrepreneurship Program - UNL

Department of Agronomy and Horticulture - UNL

201AA Dinsdale, or 391 Plant Science Hall

Email: dlambe1@unl.edu

Cell: 402-326-0536

Class Description:

Introductory models for a startup business. Ideation, customer segments, value proposition, minimal viable product and market fit.

Explore the mindset of entrepreneurs while building on your own business idea by focusing on customer discovery. Experiences include ideation, shadowing business owners, network development, mentorship and customer/competitor observation and interviews.

Student Learning Outcomes:

- Understand and adapt the mindset of an entrepreneur.
- Define and discuss entrepreneurship as it relates to an idea unique to you. **SLO1***
- Problem identification and solution development. **SLO3***
- Shadow businesses and competitors that relate to your enterprise.
- Customer discovery through interviews and observation. **SLO4***
- Build a marketing plan to support a business idea. **SLO5***
- Begin the process of mentor development.

*Denotes departmental student learning outcomes

Course Schedule:

	Weekly Lecture Topics:
Week 1	Logistics for Class Mindset Idea Development Reflection
Week 2	Mentor/Mentee Plan Shadowing Project Mentor reflection
Week 3	Complete questionnaire Interviewing customers
Week 4	2nd Customer Interviews Progress Report - Patterns and Pivots Mid-Semester meeting with Mentor Group Feedback on Business ideas
Week 5	Competitor Interviews Product Analysis
Week 6	Branding your business Logo, Social Media, Culture Reflection

Week 7	Practice Pitch Meeting with mentor Course Eval
Week 8	Final Mentor Meeting Final Pitch

Course Requirements:

Prerequisites: College students interested in developing a business idea. No official prerequisites required for this course.

Assignment Descriptions:

Please look to the assignment module for more information. ALL ASSIGNMENTS ARE DUE THE FOLLOWING FRIDAY!

LATE Assignments are automatically taken off HALF points.

Assignment	Points
Articles and Reflection: Reading based on lecture topic and a reflection (in varying forms designated by instructor) assigned each week.	4 worth 15 points each 60 Points
Idea Statement: Description of the business idea you will work on throughout the semester.	10 Points

Group Feedback: Come prepared to share your business ideas with the rest of the class.	10 Points
Mentor/Mentee Agreement: Pick out a business professional to mentor you through your business idea development. The mentor contract should be filled out by the due date.	10 Points
Mentor Meetings: Three throughout semester as seen in course schedule. Need to be in-person. You're in charge of setting them up. More details to come.	1 meeting 10 points Final meeting 20 points = 30 Points
Shadowing Project: This project is to increase your knowledge of a particular type of business by observation and questioning.	30 Points
Product Analysis: In 3-4 pages define your product, service or business. Look at product differentiation using a cost advantage, different features, or market advantage strategy. A picture or sketch of product, service or business is also required.	20 Points
Branding Project: Project based on business branding.	20 Points
Interview Questions	10 Points

First and Second Customer Interviews	20 points each Total 40 Points
Progress Report	10 Points
Competitor Discovery	20 Points
Draft Pitch - written **Practice Pitch**	10 points 10 Points
Course Evaluations	15 points
Final Pitch: Presentation followed by discussion of business development throughout semester and future goals.	50 Points
TOTAL POINTS:	**355** **POINTS**