

Understanding Innovation: Entrepreneurship and the Liberal Arts Winterim 2012

January 9 to January 13th, 2012
Smith Hall

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ABOUT THIS COURSE

Entrepreneurship and the entrepreneurial mindset are about much more than starting companies. Long before firms are born, entrepreneurial thinkers look at the way the world is and imagine new opportunities, evaluate the value of new opportunities, and spend plenty of time trying to communicate those ideas to others in a convincing way.

This weeklong series of workshops is designed to allow each student to develop an entrepreneurial mindset, not just about new opportunities, but also about his or her life in general. A key part of a liberal arts education is examining topics that can teach us about many different parts of our lives, and few topics influence our lives like entrepreneurship. Understanding Innovation: Entrepreneurship and the Liberal Arts is meant to help you begin to develop skills and a way of thinking to apply those assets to life after College. Whether that be in starting a business, graduate school, working for a for-profit enterprise or a not-for-profit, entrepreneurship skills can help you advance your cause.

CLASS STRUCTURE

As with all of my classes, this is an experiential class. That means that we place the emphasis on application, not memorization or pattern-recognition. There are no exams in this class. Instead, your progress with the material will be judged by myself - and by your peers - in your ability to communicate the concepts we focus on in a series of short, real-world-focused presentations and pro-forma financials you prepare as a group.

Outside this school, entrepreneurship is not about taking a test or knowing facts and figures - it is about ideas, and about individuals that are capable of taking interesting ideas and making them clear and palatable to others, so that they will buy them, invest in them, or otherwise join in the cause. An essential part of that is understanding what your environment looks like, who your customer and competition are, and how to reach them, and then crafting a responsible, sustainable, and realistic financial plan for your venture.

I will not assess grades as part of this process. You will have the opportunity to take part in a number of exercises, and I will judge you based on your ability to complete these exercises, but what you get out of them (and what you put into them) will largely depend on you. I ask that you stay interested in the material and work hard at the process during our time together. If you do, I can guarantee you that you will emerge with some valuable new lessons.

OTHER STUFF

Expectations

I used to hate it when we'd get to the end of a course and the professor would communicate an expectation they had for the class that wasn't articulated to us. As a result, I try to make clear what I expect from you and what you should expect from me. For my part, I expect you to be on time, be prepared, and be involved. I expect you to ask questions if you want to know about something, take us off topic when you feel it's appropriate, and generally to enjoy this experience. I love what I do, and hopefully if I'm doing it right, you'll like coming along for the ride. For your part, I hope you'll expect me to be prepared, to be enthusiastic, and to be honest. The one thing I know is that I don't know everything, and I try to be honest when an issue is beyond my depth or personal experience. I want us all to learn (including me), and I want to make this process fun. There is no reason that a class about something as interesting and flexible as entrepreneurship should be anything but enjoyable, and I'll try my best to make that way as long as you try your best to play an active role in the experience.

Course Materials

We're using two books in this course:

The Art of the Start. Guy Kawasaki, 2004
Portfolio Press
ISBN 978-1591840565

and

The Myths of Innovation. Scott Berkun, 2007
O'Reilly Media
ISBN 978-0596527051

All the textbooks required for the course will be purchased by the College and supplied to you at the start of class.

**Understanding Innovation: Entrepreneurship and the Liberal Arts
Winterim 2012
Schedule**

Day 1 – January 9, 2012

Introduction, Creativity, and Ideas

Readings: Kawasaki 1; Berkun 1 and 2

8:00 – 9:00	Introductions/Purpose and Structure of the Class
9:00 – 10:30	Exercise: Creativity and Lateral Thinking
10:30 – 11:30	Speaker: Amber Case
11:30 – 12:00	Morning Wrap-Up
12:00 – 1:00	Lunch
1:00 – 2:00	The Power of Ideas
2:00 – 3:30	Exercise: Surrounding Opportunities
3:30 – 4:30	Understanding Need
4:30 – 5:00	Afternoon Wrap-Up

Day 2 – January 10, 2012

Opportunities, The Customer

Readings: Kawasaki 2; Berkun 3 and 4

8:00 – 9:30	What Makes a Good (and Bad) Opportunity?
9:30 – 10:30	Understanding the Customer
10:30 – 11:30	Speaker: Kevin Carroll
11:30 – 12:00	Morning Wrap-Up
12:00 – 1:00	Lunch
1:00 – 2:00	Learning from the Customer
2:00 – 3:30	Exercise: Customer Research
3:30 – 4:30	Reaching the Customer
4:30 – 5:00	Afternoon Wrap-Up

Day 3 – January 11, 2012

Solutions and Value

Readings: Kawasaki 3; Berkun 8

8:00 – 9:00	Creating Solutions
9:00 – 10:30	Exercise: Prototyping
10:30 – 11:30	Speaker: Meredith Price and Lynn Blough
11:30 – 12:00	Morning Wrap-Up
12:00 – 1:00	Lunch
1:00 – 2:00	What is Value?
2:00 – 3:30	Exercise: 90 Second Selling
3:30 – 4:30	The Art of the Pitch
4:30 – 5:00	Afternoon Wrap-Up

Day 4 – January 12, 2012

Making it Happen

Readings: Kawasaki 5 and 6; Berkun 5 and 9

- 8:00 – 9:30 Personal Finance and Organization
- 9:30 – 10:30 Gathering Resources
- 10:30 – 11:30 Speaker: Pat Mahaffey
- 11:30 – 12:00 Morning Wrap-Up
- 12:00 – 1:00 Lunch
- we will relocate to JR Howard Hall, room 102, for the afternoon session**
- 1:00 – 2:30 The Cost of New Ideas
- 2:30 – 4:00 Exercise: Cocktail Napkin Finance
- 4:00 – 5:00 Speaker: Jeremiah Centrella
- 5:30 – 7:30 Winterim Networking Reception (Smith Hall)

Day 5 – January 13, 2012

So What?

Readings: Kawasaki 11; Berkun 10

- 8:00 – 9:00 Living an Entrepreneurial Life
- 9:00 – 10:00 Gathering People and Stuff
- 10:00 – 11:30 Exercise: 90 Second Selling, Part II
- 11:30 – 12:00 Morning Wrap-Up
- 12:00 – 1:00 Lunch
- 1:00 – 2:00 The Power of Change
- 2:00 – 3:00 Speaker: Dan Jones
- 3:00 – 4:00 Entrepreneurship in All Things
- 4:00 – 5:00 Concluding Comments, Course Evaluations, and Course Wrap-Up

I reserve the right to modify the schedule, readings, and assignments based on the progress of the class.