

## RISE

### International Entrepreneurship and Leadership Course Outline

#### COURSE OVERVIEW AND OBJECTIVE

Entrepreneurship is a diverse phenomenon. It involves people with a wide range of experiences, backgrounds, and academic and practical experience. As a result, entrepreneurship is both a challenge and a great opportunity, and it takes certain qualities to be successful. The entrepreneurial process comprises: developing opportunities, gathering resources, and managing and building operations, all with the goal of creating value.

There is no single formula that exists to start, develop, and manage a business. This course will highlight practical tips, tools, and strategies that budding entrepreneurs can create and sustain their business. Students will have an opportunity to interview two seasoned entrepreneurs to share their lived experiences as entrepreneurs.

#### INSTRUCTOR AND CONTACT INFORMATION

**Name:** Dr. Joan Henry-Fields, DBA  
Instructional Designer

**E-Mail:** trainingwithjoan@gmail.com

**Class Times:** Tuesdays and Thursdays (weekly) 7:00pm-10:00pm

**Virtual Office Hours:** By appointment

#### COURSE DELIVERY

LEARNING ACTIVITIES	DELIVERY	DESCRIPTION	TOOL(S)
Self-Study	Virtually	Weekly Assignments	Required and suggested articles/videos/eBooks
Classes	Virtually	Live sessions led by your instructor (Webinar)	Computer, internet, headset, webcam, PDF reader, Access to Zoom
Projects	Virtually	Entrepreneur Interview/ Presentation and Vision Board Presentation	10 Pre-determined Interview Questions, Vision Board Presentation, and Entrepreneurship Self-Assessment

#### COURSE ELEMENTS

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| <ul style="list-style-type: none"> <li>• <b>Credit Value:</b> 3</li> <li>• <b>Evidence-based:</b> Yes</li> </ul> | <ul style="list-style-type: none"> <li>• <b>100% Virtual:</b> Yes</li> <li>• <b>Peer-reviewed:</b> Yes</li> </ul> |
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<ul style="list-style-type: none"><li>• <b>Certificate:</b> Yes</li><li>• <b>Weekly Participation:</b> Yes</li><li>• <b>Leadership Development:</b> Yes</li><li>• <b>Project Presentation:</b> Yes</li></ul>	<ul style="list-style-type: none"><li>• <b>Quizzes:</b> Yes</li><li>• <b>Written Paper:</b> Yes</li><li>• <b>Guest Speaker (s):</b> Yes</li><li>• <b>Interview an entrepreneur:</b> Yes</li></ul>
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## COURSE DESCRIPTION

The “RISE” entrepreneurial program focuses on ways to develop a success-orientated business mindset, using the “Growth Mindset” model. Individuals with a growth mindset see their qualities as achievable through dedication and effort. Ideal participants for this program are budding entrepreneurs and those looking to revitalize their businesses.

Our commitment is to powerfully impact your mindset, which will influence your business outcome, by radically shifting your mindset to what is possible for you now and in the future. This shift in perspective will help you move beyond fear, procrastination, self-sabotage, and any other roadblocks that will affect your personal and business growth.

## LEARNING OUTCOMES

Upon completion of this course, participants will:

- Acquire knowledge on starting and evaluating the new venture’s viability, writing a business plan, and accessing business funds.
- Understand the various business formation, complexities/challenges, and benefits/rewards.
- Acquire knowledge of the various business and business insurance types.
- Acquire knowledge on the legal requirements for running a business.
- Understand the business concepts necessary for successful management and sustainability.

## REQUIRED/SUGGESTED COURSE MATERIALS AND READINGS

- Ascarza, E., Neslin, S. A., Netzer, O., Anderson, Z., Fader, P. S., Gupta, S., & Hardie, B. G. (2017). In Pursuit of Enhanced Customer Retention Management: Review, Key Issues, and Future Directions.
- Drucker, P. F. (1984). *Innovation And Entrepreneurship Practice and Principles*.
- Henry-Fields, J.R (2021). *The Power of Financial Knowledge and Confidence: The Financial Growth Mindset*.
- Huang, L., & Knight, A. P. (2014). Resources and Relationships in Entrepreneurship: An Exchange Theory of the Development and Effects of the Entrepreneur-Investor Relationship. *Washington University in St. Louis*, 4(1). doi:10.5465/amr.2014.0397
- Kolzow, D. R. (2014). *Leading From Within: Building Organizational Leadership Capacity*.
- Lazányi, K. (n.d.). Innovation - the role of trust. *Serbian Journal of Management*, 12(2), 329 – 341.
- Leach, J. C., & Melicher, R. (2021). *Entrepreneurial finance. University of Colorado, 4th Edition*.
- Price, L. L., Coulter, R. A., Strizhakova, Y., & Schultz, A. E. (2018). The Fresh Start Mindset: Transforming Consumers’ Lives. *Oxford University Press on behalf of Journal of Consumer Research, Inc.*, 45. doi:10.1093/jcr/ucx115

Sharma, M. K., & Jain, S. (2013). Leadership Management: Principles, Models and Theories. *Global Journal of Management and Business Studies*, 3(3), 309-318.

Vojta, M. (n.d.). Characteristics of the Effective Leader. *A technology-based retention strategy tool*. Retrieved from Vojta & Associates Consultants in Human Performance Management Target You

<b>EVALUATION</b>
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### ***Components and Weights***

Timely Submission of Assignments	20
Entrepreneur Interview	30
Quizzes	15
Presentation of Vision Board	10
Final Entrepreneurship Self-assessment	25
<b>TOTAL</b>	<b>100%</b>

### ***Grade Conversion***

At the end of the course your overall percentage grade will be converted to your letter grade in accordance with the following conversion scheme.

<b>LETTER GRADE</b>	<b>PERCENT</b>
A+	90 - 100
A	85 - 89
A-	80 - 84
B+	75 - 79
B	70 - 74
B-	65 - 69
F	00 - 64

### ***Communication and Feedback***

Feedback is one of the most efficient teaching and learning strategies and immediately impacts learning progress. Timely feedback can support better performance, including confirming or restructuring understanding, improving strategies, guiding students to more information, and suggesting directions and alternative methods they could pursue to improve. Therefore, feedback is highly recommended, especially during live classes with the instructor.

**Vision Board Project:** Each student will develop a vision board based on the goals identified in week number two. Students will complete a fifteen-minute presentation on their vision board.

## ***Individual Assignments***

### **Entrepreneur Interview:**

Each student will interview at least two entrepreneurs (non-family member, and in business for at least 3 years) and summarize in (500 words, double spaced, 12-point type). Please use questions outlined in the module. (Additional questions may be asked based on the interviewee's responses)

### **Entrepreneurship Self-Assessment:**

On an individual basis, each participant in the course will develop and prepare a self-assessment paper on their own strengths, abilities, and shortcomings as a potential entrepreneur. This assignment is due on the last class. From a personal viewpoint, this assignment may be the single most important one for you in this class. View it as such and put your heart and soul into it. (3 pages maximum, double spaced, 12pt font).

All assignments must be submitted on each due date.

## **ACADEMIC DISHONESTY**

Academic dishonesty is to knowingly act or fail to act in a way that results or could result in unearned academic credit or advantage. It is your responsibility to understand what constitutes academic dishonesty.

The following illustrates only three forms of academic dishonesty:

1. Plagiarism, e.g., the submission of work that is not one's own or for which other credit has been obtained.
2. Improper collaboration in group work.
3. Copying or using unauthorized aids in tests and examinations

***This course may*** use a web-based service (Grammarly.com) to reveal authenticity and ownership of student submitted work. Students will be expected to submit their work electronically directly via the assigned online learning platform.

## **VIRTUAL COURSES**

*This course will be done virtually.* Students should be aware that, when they access the electronic components of a course using these elements, private information such as first and last names, email addresses may become apparent to other students in the same course.

Continuation in a course that uses on-line elements will be deemed consent to this disclosure. If you have any questions or concerns about such disclosure, please discuss this with the course instructor.

Students will be required to turn on their video camera during class

## **CONDUCT EXPECTATIONS**

As a RISE student, you have the right to experience, and the responsibility to demonstrate, respectful and dignified interactions within all our learning communities.

It is essential that students be mindful of their interactions online.

Student disruptions or behaviours that interfere with RISE functions on online platforms (e.g., use of WebEx or Zoom for delivery), will be taken very seriously and will be investigated. Outcomes may include restriction or removal of the involved students' access to these platforms.

## **MISSED ACADEMIC WORK**

Late assignments will not be accepted. No extensions are available except under extraordinary circumstances. Please discuss any extenuating situation with your instructor at the earliest possible opportunity.

Students are expected to come to class (via Zoom) thoroughly prepared as indicated in the course schedule. If, for some reason, this is impossible, please contact the instructor. 100% attendance and participation is expected.

## **RELIGIOUS, INDIGENOUS, OR SPIRITUAL OBSERVANCES (RISO)**

Students requiring academic accommodation based on religious, indigenous, or spiritual observances should notify the instructor in a timely manner. Students should also contact their instructors as soon as possible to make alternative arrangements for classes, assignments, and tests.

## **COPYRIGHT AND RECORDING**

Students are advised that demonstrations, lectures, and any other course material provided by an instructor include copyright-protected works. These materials are protected by the Copyright Act and copyright law. This includes lectures and materials presented by RISE instructors.

The recording of lectures, tutorials, or other methods of instruction may occur during a course. The instructor may do a recording for authorized distribution or a student for personal study. Students should be aware that others may record their voices and/or image during the class. Please speak with the instructor if this is a concern for you.

## **POTENTIAL MODIFICATIONS TO THE COURSE**

The instructor and RISE program reserve the right to modify elements of the course during the term. RISE may change the dates and deadlines for any courses in extreme circumstances. RISE also uses video content from YouTube as “suggested” resources. If the video becomes unavailable, the instructor will replace it with similar content. If either modification becomes necessary, reasonable notice will be given with an explanation and the opportunity to comment on changes. It is the responsibility of the student to check their email and course websites weekly during the term and to note any changes.

## **CONTENT DISCLAIMER**

Information shared in this course is for informational/educational purposes only. Information is not intended to substitute for legal advice that an expert in the industry can provide. Most of the information shared is based on the writer’s educational background, from her hosting years of entrepreneurial conferences and as a business owner herself. As a potential entrepreneur, you are advised to do your due diligence and consult with a certified accountant, credit expert, financial advisor, and other needed experts.

## **ACKNOWLEDGEMENT OF COURSE POLICIES**

Your registration and continuous participation will be an implicit acknowledgement of the course policies outlined above, or of any other that may be announced during lecture. It is your responsibility to read this course outline, to familiarize yourself with the course policies and to act accordingly.

Lack of awareness of the course policies cannot be invoked at any point during this course for failure to meet them. It is your responsibility to ask for clarification on any policies that you do not understand.

It is the student's responsibility to understand when they need to consider disenrolling from this course. Funds are refundable within the first seven days of class. After this period, a serious and compelling reason is required to drop from the course.

<b>COURSE SCHEDULE</b>
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<b>Module</b>	<b>Title</b>	<b>Reading Resources</b>
<u>Module 1</u>	<b><u>The Genesis of Entrepreneurship</u></b>	<ol style="list-style-type: none"> <li>1. Course Overview</li> <li>2. SWOT Analysis</li> </ol> <p>Required Readings:</p> <ol style="list-style-type: none"> <li>(1) "The Fresh Start Mindset"</li> <li>(2) "Business Structures"</li> <li>(3) "Compare Business Structures"</li> <li>(4) Webinar Presentation: "First Things First"</li> <li>(5) "Six Types of Business Insurances"</li> </ol> <p>Suggested video:  <a href="https://www.youtube.com/watch?v=DPR3p3EJADo">https://www.youtube.com/watch?v=DPR3p3EJADo</a></p>
<u>Module 2</u>	<b><u>Contingency Business Planning for New Ventures</u></b>  <b><u>Goal Setting</u></b>	<p><b>Types of Business Insurance Continued</b></p> <p>-PowerPoint: Types of Business Insurance          -Quiz: Types of Business Insurance</p> <ul style="list-style-type: none"> <li>• Webinar Presentation: Goal Setting</li> <li>• Smart Goal Worksheet</li> <li>• Business Template (1 &amp; 2) Students are encouraged to start working on business template at this time.</li> </ul> <p>Required Reading: Resources and Relationships in Entrepreneurship          Suggested Video:  <a href="https://www.youtube.com/watch?v=L4N1q4RNi9I">https://www.youtube.com/watch?v=L4N1q4RNi9I</a></p>
<u>Module 3</u>	<b><u>Understanding Your Business Credit and Finances</u></b>	<ul style="list-style-type: none"> <li>• Webinar Presentation Minding Your Credit</li> <li>• Quiz on credit</li> <li>• Financial Templates</li> <li>• SBA Small Business Loan Checklist</li> </ul> <p>Required Reading: The Power of Financial Knowledge and Confidence (e-book)          Required Reading: Innovation and Entrepreneurship Practice &amp; Principles</p>

Module	Title	Reading Resources
		<p><b>Note:</b> Continue working on business plan template Suggested Video: <a href="https://www.youtube.com/watch?v=7ZWFKzIKxJI">https://www.youtube.com/watch?v=7ZWFKzIKxJI</a> <a href="https://www.youtube.com/watch?v=t6EZuC258NU">https://www.youtube.com/watch?v=t6EZuC258NU</a></p>
<b><u>Module 4</u></b>	<p><b><u>Business Funding and Resources</u></b></p> <p><b>Business Pitch</b></p> <p><b><u>The Lived Experience of an Entrepreneur</u></b></p> <p><b><u>Interview/ Paper</u></b></p>	<p><b>Webinar Presentation:</b> Funding options for your small business</p> <p>Handout: Business opportunities with little to no start-up fees.</p> <p>Students will pitch their business ideas to a panel of business experts. Panelists will provide feedback.</p> <p><b>Assignment</b></p> <p><b>Students will interview 2-3 entrepreneurs and write a paper (500) words describing their findings. The entrepreneur interviewed may not be a family member. The interview should include the following items/questions:</b></p> <ol style="list-style-type: none"> <li>1. Describe your business/organization? (products/services)</li> <li>2. What was your turning point from employment to entrepreneurship?</li> <li>3. What was the biggest challenge you encountered in starting your business and how did you overcome that challenge?</li> <li>4. How did you fuel your business start-up?</li> <li>5. What are some strategies that you have used to market your business?</li> <li>6. Has your initial vision for your business changed over time? If so, how?</li> </ol>

Module	Title	Reading Resources
		<p>7. What are your customer service/customer retention strategies</p> <p>8. What are your top 3 business characteristics and why?</p> <p>9. Is there anything else that you can share with me regarding your entrepreneurial journey</p> <p>10. What is one piece of advice you have for an aspiring entrepreneur</p> <p><b>Note:</b> Paper due no later than week#6  <b>Note:</b> Continue working on business plan template  <b>Note:</b> Students will begin preparing their vision board based on the business goal (s) identified in module 2.</p> <p>Required Reading: Entrepreneurial Finance (book)</p>
<u>Module 5</u>	<u><b>The Essentials of Marketing</b></u>	<p><b>Webinar Presentation: Creating Your Marketing Plan</b></p> <p><b>Required Reading:</b></p> <ul style="list-style-type: none"> <li>• <b>E-book: Smart Marketing Checklist</b></li> <li>• <b>A Checklist for Start-up</b></li> <li>• <b>Marketing Sources</b></li> </ul> <p><b>Note:</b> Continue working on business plan template</p> <p><b>Required Video: Bank lending and Entrepreneurial Finances</b></p> <p>Suggested Video:  <a href="https://www.youtube.com/watch?v=RX0Y2JbS9K4">https://www.youtube.com/watch?v=RX0Y2JbS9K4</a></p>
<u>Module 6</u>	<u><b>The Art of Leadership</b></u>	<p>Leadership Styles  Leadership Characteristics  Leadership Management-article  Leading from Within-eBook  Authentic Survey</p> <p><b>Webinar Presentation: “Leadership and Entrepreneurship”</b></p> <p><b>Note:</b> Continue working on business plan template</p> <p>Suggested Videos:</p>

Module	Title	Reading Resources
		<a href="https://www.youtube.com/watch?v=3yuHozo_A4w&amp;t=7s">https://www.youtube.com/watch?v=3yuHozo_A4w&amp;t=7s</a> <a href="https://www.youtube.com/watch?v=WFTY-FX_4hk">https://www.youtube.com/watch?v=WFTY-FX_4hk</a> <a href="https://www.youtube.com/watch?v=tbnzAVRZ9Xc">https://www.youtube.com/watch?v=tbnzAVRZ9Xc</a>
<u>Module 7</u>	<b><u>Overcoming Hurdles and Setbacks</u></b>	<ul style="list-style-type: none"> <li>• Webinar Presentation: Overcoming Hurdles That Prevent Success</li> <li>• Procrastination</li> <li>• Quiz-Discover Your Procrastination</li> </ul> <p>Suggested Video:  <a href="https://www.youtube.com/watch?v=UPcLkAqS_GE">https://www.youtube.com/watch?v=UPcLkAqS_GE</a>  <a href="https://www.youtube.com/watch?v=O65DRlizYwA">https://www.youtube.com/watch?v=O65DRlizYwA</a></p>
<u>WEEK 8</u>	<b><u>Business Sustainability: Customer Retention Matters</u></b>  <b><u>Putting it all together</u></b>	<b>VIRTUAL CLASS via Zoom</b> <ul style="list-style-type: none"> <li>• Webinar Presentation: Customer Retention</li> <li>• Customer Retention Management-Article</li> <li>• Business interview presentation/discussion</li> </ul> <ul style="list-style-type: none"> <li>• Review/feedback of Business Plan</li> <li>• Reflection</li> <li>• Vision Board Presentation</li> <li>• Congratulatory Video Presentation featuring Mr. Kyle Fields</li> </ul> <p>Required Reading: Innovation and the Role of Trust</p>

### **About Dr. Joan Henry-Fields**

- Holds a Doctor of Business Administration with an emphasis on entrepreneurship
- Thirteen years of planning and executing the Women's Entrepreneur Expo
- Small business owner
- Eight years of interviewing entrepreneurs locally and internationally on various platforms
- Member of the International Business Honor Society
- Recipient of several awards in leadership development
- Recipient of Governors Citation from Maryland's governor, Anthony G. Brown
- Member of Zeta Tau Sigma, Sigma Gamma Rho Sorority

### **Participants Perks**

- Certificate of Completion -8 C.E.U.s
- Access to the RISE Network of Business Professionals
- Official business launch or re-launch support.
- Free business listing on the WEE Global Network website.
- Spotlight on networking platforms of 30+ thousand people.
- The opportunity to speak, launch or display product/services during the Annual Women's Entrepreneur Expo
- Opportunity to be a special guest on "Influential Thursday" on the Joan Henry Show.

## References

- Ascarza, E., Neslin, S. A., Netzer, O., Anderson, Z., Fader, P. S., Gupta, S., & Hardie, B. G. (2017). In Pursuit of Enhanced Customer Retention Management: Review, Key Issues, and Future Directions.
- Drucker, P. F. (1984). *Innovation And Entrepreneurship Practice and Principles*.
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- Lazányi, K. (n.d.). Innovation - the role of trust. *Serbian Journal of Management, 12(2)*, 329 – 341.
- Leach, J. C., & Melicher, R. (2021). *Entrepreneurial finance. University of Colorado, 4th Edition*.
- Price, L. L., Coulter, R. A., Strizhakova, Y., & Schultz, A. E. (2018). The Fresh Start Mindset: Transforming Consumers' Lives. *Oxford University Press on behalf of Journal of Consumer Research, Inc., 45*. doi:10.1093/jcr/ucx115
- Sharma, M. K., & Jain, S. (2013). Leadership Management: Principles, Models and Theories. *Global Journal of Management and Business Studies, 3(3)*, 309-318.
- Vojta, M. (n.d.). Characteristics of the Effective Leader. *A technology-based retention strategy tool*. Retrieved from Vojta & Associates Consultants in Human Performance Management Target You