

# Introduction to Business & Entrepreneurship

Glenn-David Daniel  
Merritt College

# About This Course

This material was created to enhance the Introduction to Business course.

My goal is to provide the students with additional information about entrepreneurship and practical guidance on how they might start their own ventures.

# Course Goals 1 - Empowering students

- ▶ Understanding the world of business.
  - ▶ Learning what it takes to be successful in business.
  - ▶ Learning how to focus on one idea and developing it into a product or service.
- ▶ Building skills in:
  - ▶ Problem solving
  - ▶ Research
  - ▶ Leadership
  - ▶ Innovation
  - ▶ Selling and presentation skills

## Course Goals 2 - Making Their Visions Reality

- ▶ Every great product today started out as an idea in someone's head.
- ▶ We will teach them how to turn ideas into products:
  - ▶ **IDEATION:** The BIG IDEA.
  - ▶ **DESIGN:** Refining big idea to make it better.
  - ▶ **RESEARCH:** Sharing with friends and strangers; and getting support.
  - ▶ **DEVELOPMENT:** Figuring out how to make it work.
  - ▶ **PRODUCTION:** Building the product/service.
  - ▶ **MARKETING:** Creating demand for the product/service.
  - ▶ **SALES:** Delivering the product/service to their customers.
  - ▶ **MANAGEMENT:** Controlling the business for maximum profit and growth.

## Course Goals 3 - Prepare Students For Success

- ▶ Learn the latest business technologies:
  - ▶ Spreadsheets (financial analysis and budgeting)
  - ▶ Presentation tools (investor pitches and sales decks)
  - ▶ Online collaboration tools (team projects)
  - ▶ Website creation (market testing, customer research, etc.)
  - ▶ Social media marketing (Facebook, Twitter, etc.)
  - ▶ Online surveys (Survey Monkey, etc.)
  - ▶ Mobile advertising
  - ▶ Building a simple mobile app to attract business
- ▶ Enhance their competitiveness in the digital economy.

# Course Content 1 - The Text

- ▶ **Becoming an Entrepreneur**
  - ▶ Recognizing opportunities
  - ▶ Defining business concepts
  - ▶ Product/service planning
  - ▶ Managing your business for profitability
  - ▶ Finance: Raising capital and growing your business
    - ▶ Social media, network effects, viral marketing
    - ▶ Advertising strategies and tactics
    - ▶ Establishing an online presence: Making web and social media pages for your product
  - ▶ Sales
- ▶ **Management and Leadership**
  - ▶ Working in teams
  - ▶ Effective communication
  - ▶ Leading by example

# Course Content 2 - Beyond the Text

## ► Profiles and Case Studies

- Students will be asked to research and report entrepreneurs and executives across a wide variety of industries.
- The majority of subjects will not be entertainment or sports figures. However, individuals who have parlayed celebrity into ownership of lucrative enterprise in multiple categories will be included.
- Students will learn how to create company profiles, research key metrics and determine the business model in use by the subject.

## ► Profiles and Reports

- Students will choose a subject entrepreneur to profile and report to the class. They will be encouraged to pick a subject who they identify with either personally or businesswise. By doing so they will be exposed to perspectives and problem-solving approaches that may differ from their own.
- Students will also form research teams to profile and analyze the businesses of teen entrepreneurs. They will be encouraged to examine failed businesses as well as successful ones. The team will prepare summary presentations of key findings and present them to the class.

## Course Content 3 - Example Profile Subjects

Role Models and Visionaries	<b>Oprah Winfrey</b> , Chairman and CEO Harpo Productions, OWN Network Media, Philanthropy, Farming +	<b>Elon Musk</b> , Founder/Chairman/CEO Tesla Motors, Space-X, SolarCity, PayPal Automotive, Aerospace, Energy, Financial	<b>Sir Richard Branson</b> , CEO Virgin Airlines/Mobile, Virgin Galactic + Airline, Aerospace, + <i>&gt;400 more</i>
Athletes/Entertainers Turned Moguls	<b>Earvin Magic Johnson</b> , Chairman/CEO Magic Johnson Enterprises Services Industry	<b>Curtis “50 Cent” Jackson</b> , CEO G-Unit Clothing/Records, Cheetah Vision Films, Glaceau Vitaminwater/Formula 50 Media, Apparel, Beverage Industries	Sarina Williams
Black Women Executives	<b>Linda Gooden</b> , CEO Lockheed Martin Corp. Aerospace & Defense Industry	<b>Barbara Ross Miller</b> , Vice President Sony Electronics, Inc. Consumer Electronics Industry	
Healthcare and Sciences	<b>Dr. Amina Odidi</b> , Co-Founder/CEO IntelliPharmaCeutics Pharmaceuticals Industry		
Fortune 500 Executives	<b>Rosalind G. Brewer</b> , President/CEO Sam's Club, Wal-Mart Stores, Inc. Consumer Products Industry	<b>Kenneth Chenault</b> , CEO American Express Financial Services Industry	<b>Ursula M. Burns</b> , Chair/CEO Xerox Corporation
	<b>Mary Barra</b> , CEO General Motors Companies Automotive Industry	<b>Indra Nooyi</b> , CEO PepsiCo Inc.	<b>John W. Thompson</b> Chairman Microsoft Corporation



# Course Content 4 - Teen Entrepreneurs

Students can learn from case studies of teens who have built successful businesses.

Haircare, Beauty and Personal Products	<b>Leanna Archer, Founder/CEO</b> Leanna's All Natural Hair Products Age 17 <i>Established business in 2004 at Age 11</i>	<b>Brea and Halle Holmes</b> Sweet Dreams Girlz Ages 15 and 20 Natural Beauty Products	
Software	<b>Robert Nay, Founder/CEO</b> Nay Games Age 15 Mobile Gaming	<b>Brian Wong, Founder/CEO</b> Kiip.me Age Incentive-based mobile advertising <i>Raised \$15.4 million in venture funding.</i>	
Consumer Products	<b>Jake/Lachlan/Erin Johnson, Founders</b> Flipoutz Ages 15/18/20 Interactive Jewelry <i>Shark Tank invested \$100,000</i>		
Teen Millionaires	<b>Juliette Brindak</b> Miss O and Friends Age 16 when founded in 2005 Tween social networking <i>Sold to Proctor &amp; Gamble for \$15 million.</i>	<b>Nick D'Aloisio</b> Summly (now Yahoo) Age 17 Artificial Intelligence news app <i>Sold to Yahoo for \$30 million</i>	<b>Sean Belnick</b> bizchair.com Age 14 when founded <i>2010 sales were \$58 million</i>

## Course Content 5 - Other Tools & Activities

- ▶ **VIDEO INTERVIEWS** - Instructor will use his extensive professional network to engage business leaders in live Q&A sessions via free video conferencing technology.
- ▶ **VIRTUAL TEAMS** - Students will learn to use free online collaboration and application sharing tools that facilitate team activities.
- ▶ **PROJECT MANAGEMENT TOOLS** - We all can agree that organization is a pillar supporting the foundations for success. Students will be exposed to free online and mobile task management tools.
- ▶ **“DOLPHIN TANK” INVESTOR PITCH SESSIONS** - Young entrepreneurs will have the opportunity to pitch their product idea and business model to business professionals who understand what it takes for a startup to be “investment ready”.
- ▶ **CLASS WEBSITE AND RESOURCE LINKS** - The instructor will create course websites containing additional resources, links to interviews, tutorials on how to use the tools described above, etc.

# Class Activities

- ▶ Presentations
- ▶ Create Start-Up Teams
- ▶ Identify and Evaluate Opportunities
- ▶ Build Your Business
- ▶ Build a Website to Test the Market
- ▶ The “Dolphin Tank” (a realistic investor pitch session)

# Making the Grade

- ▶ Reading the material
- ▶ Passing grades on quizzes and tests
- ▶ Best efforts on assignments and exercises
- ▶ Projects
  - ▶ Solo or team effort
  - ▶ Develop one idea into a product or service
  - ▶ Build an online presence to test viability
- ▶ Class participation
- ▶ Professional courtesy and demeanor

# Additional Reading

- ▶ The Big Payback: The History of the Business of Hip-Hop
- ▶ Selected chapters from “The Startup Owners Manual” by Steven Blank

## How to Contact Me

Glenn-David Daniel

[gdaniel3@babson.edu](mailto:gdaniel3@babson.edu)

[ddaniel94605@gmail.com](mailto:ddaniel94605@gmail.com)

[ddaniel@peralta.edu](mailto:ddaniel@peralta.edu)

510.485.3403 m