

ENTREPRENEURSHIP COURSES



UCLA

BOSTON CAMPUS

Entrepreneurship students will combine academics, training games and projects to understand concepts of business and leadership in our Entrepreneurship and Advanced Entrepreneurship Courses. At the end of their two-week course students will present their business plans and innovative team projects.



SAMPLE ENTREPRENEURSHIP COURSE CURRICULUM

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
WEEK 1	Introductions	The Ecosystem of Business	Management and Leadership	Forming Your Business Teams	Communication and Presentation Skills
	Introduction to Entrepreneurship and Leadership	Training Game	Starting a Business	Creating a Business Plan	Team Work on Projects
WEEK 2	Sales	Marketing	Critical Success Factors	How to "Pitch an Idea"	Pitch Contest
	Guest Speaker	Team Work on Projects	How to Read the Business Section of the Newspaper	Final Group Work	Team Review and Guest Speaker

SAMPLE ADVANCED ENTREPRENEURSHIP COURSE CURRICULUM

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
WEEK 1	Introductions	Intrapreneurship Vs. Entrepreneurship	Global Entrepreneurship	Thinking Preferences and Communication Styles	Crowdfunding
	Introduction to Innovation	Tools for Intrapreneurship	Innovation as Modifying Existing Ideas	Creativity and Thinking Concepts	Forming Your Innovation Teams
WEEK 2	Concept of Pivoting	Importance of Prototyping	Reflection on Project	Team Pitch Practice	Pitch Contest
	Customer Validation	Team Project Development	SWOT Analysis and Refining Projects	360 Degree Feedback Session	Team Review