



Course Syllabus

Course: NACCE Entrepreneurship Specialist Certificate

Term and Year: Fall 2017, October 30 – December 22, 2017

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Office Hours: Connect with us via email or text message for phone or video call appointment.

Course Goals, Learning Activities & Expectations

Every module has specific competencies, which you will explore and demonstrate knowledge acquisition. Check these objectives for each module in the Module Overview before beginning the activities in that module.

Course Goals

The purpose of this course is to provide community college administrators, faculty, and staff with information and ideas on how to apply the entrepreneurial method to the business of running a community college as well as in creating, refining and sustaining successful entrepreneurship education programs. In addition, this course will provide the tools for you to assist existing and future students and community members in applying the entrepreneurial method to achieve their goals.

Learning Activities

This course is divided into a course introduction and seven learning modules. Each scheduled module may include readings, video, audio, and discussion. There is also a summative assignment, which involves you crafting two mini case studies, also known as caselets that demonstrate your ability to apply the module objectives in your own academic and community environment.

Course Expectations & Participation Requirements

Successful completion of this course results in the award of an Entrepreneurship Specialist professional certificate awarded by NACCE. While this is not a graded course we do strive to the highest academic standards in our industry and thus require every participant to satisfy a minimum threshold of participation to earn the certificate. The requirements for the certificate are as follows.

1. **Discussion Boards-** You are expected to participate in the weekly discussions with an original post and a response to at least two fellow participants, which may be your response to their original post or replying to their response to your original post. This is your opportunity to talk with other members of the class and get their insights- Please do not think of it as “mini-essays” for the benefit of the instructor. This is your space in which to converse. The instructor will not respond to every post but will chime in where appropriate.

How to Succeed in the Discussion Boards

Note that you will be posting in two discussion boards each week- one to post your original post in the current unit and the going back to the previous unit to respond to and follow up on the posts of your classmates.

Post your initial response in the discussion area by the end of the week in the unit. Then, you are expected to post a minimum of two other times in that same discussion area throughout the next week, which may consist of responding to another participant's idea, question or comment or posing a question to another student. Your instructor will also be posting feedback, asking and answering questions related to the material or the discussion, but will not respond to every post. It is important to think of the discussion board as if you were engaging with your classmates in a real-life classroom- *the only difference is that our conversations are not geographically in the same space and we are not in the room at the same time. Your post should read very conversationally, in the same manner you would speak so your classmates get a sense of your personality.*

Please post only post in the unit discussions the topics we are discussing in that unit. We have created a general Q & A discussion board for questions or comments not specifically related to the content in the individual modules. It is a great place to ask a general question about a part of the course or to share news or updates with the whole group. This helps keep things organized and prevents confusion.

Caselets- All participants are expected to complete two caselets including interviewing and gaining feedback from entrepreneurs and college stakeholders. These written assignments are submitted in writing by uploading a document to Coursesites LMS platform. Your instructor will then review them, provide comments and you can view them through coursesites. Please do not email assignments to the instructor as the LMS provides documentation that is critical to awarding your certificate of completion.

Caselet 1: Entrepreneurship Project

The purpose of this assignment is to put into practice what you have learned in this class. Using the tools listed below, complete a project plan, it must be something that could be implemented. The project should advance entrepreneurial efforts on your campus or in your community in some way. Please use and complete the following steps:

- Select a project concept for this assignment.
- Refer to Effectuation Worksheet Overview as a guide for your project.
- Complete the Applying Effectuation Action Planning worksheet for your project idea.
- Complete the NACCE Project Planning Guide.
- Draft a 1-page executive summary that can be presented to your supervisor and other stakeholders to move forward on this project.
- Identify what your next steps would be to implementation.

Caselet 2: Beyond Entrepreneurship Concept

The purpose of this assignment is to put into practice what you have learned in this class. Using the tools listed below, complete a wildly innovative concept for your institution or your community. The project should advance the mission and vision of your college or in your community in some way that is unique and offers high growth potential. Please use and complete the following steps:

- Use the concepts of Effectuation to brainstorm a project concept for this assignment.
- Refer to Effectuation Worksheet Overview as a guide for your project.
- Complete the Applying Effectuation Action Planning worksheet for your project idea.
- Complete the NACCE Project Planning Guide.
- Draft a 1-page concept paper or a video pitch of the concept to be delivered to college leaders or other stakeholders to introduce this idea and gain interest.

Certificates of Completion

Participants who successfully complete the 24-hour course and all the participation requirements will receive their certificate by mail, signed by the NACCE CEO and a letter confirming the successful completion of the professional development course suitable for use as continuing education units. These participants will be recognized by NACCE in its publications and social media outlets unless *specifically notified in writing* that they do not wish to be identified.

If for any reason, you cannot meet the minimum participation requirements, you may request with your instructor(s) an extension of 7- days following the end of the course to complete the outstanding assignments or discussion postings within a 7-day period following the end of the course.

Participants who fail to meet the minimum participation requirements will be notified within 14 business days following the end of the course by email. The instructor has full authority to deny acceptance of course work after the course deadlines listed in this syllabus. The key to getting the full value from the course material and ultimately successful completion is to maintain regular activity and to move with the rest of the course participants.



Bonus/Optional Course Enhancements

We recognize that you are taking this course online because you are busy professionals, however we have added a synchronous enhancement to the course of a weekly e-coaching session led by your instructor and special guests that are invited to help you get answers to your questions and to offer the power of the “crazy quilt” (we will explain this as part of the course) to your learning experience. To gain maximum availability for our participants the weekly sessions will be provided using GoToMeeting (a video conferencing platform) on Fridays from 11am to Noon (Eastern time). You can join us by phone, by video, or just online from wherever you have Internet access. A recording of the sessions will be made available a week after the session, but the best part of this is your getting to ask questions and seek group think to solve challenges and to brainstorm new ideas. These sessions are not a lecture- they are highly interactive and useful, but they are completely optional and you do not have to attend every session.

Course Schedule

The module starts on the date listed below (Monday unless otherwise noted).

Module	Start Date	End Date	Learning Activities & Expectations
Course Introduction Module 1: Entrepreneurial College & the Entrepreneurial Method	10/30/17 11/3/17	11/5/17 11am EST	<ul style="list-style-type: none"> • Attend the Meet your Instructor(s) conference call • Review the syllabus. • Post in the Discussion area –Introduce yourself and post for Module 1. • Review PowerPoint presentation and reading materials. • Optional: Attend the Friday E-coaching session using GOTOmeeting link in course announcements
Module 2: The Goal of Entrepreneurship Programs	11/6/17 11/10/17	11/12/17 11am EST	<ul style="list-style-type: none"> • Review PowerPoint presentation and reading materials. • Participate in discussion area by posting your response to the discussion topic and responding to other participants. • Identify possible project proposals. • Optional: Attend the Friday E-coaching session using GOTOmeeting link in course announcements.
Module 3: Stakeholders & Students	11/13/17 11/17/17	11/19/17 11am EST	<ul style="list-style-type: none"> • Review PowerPoint presentation and reading materials. • Participate in discussion area by posting your response to the discussion topic and responding to other participants. • Optional: Attend the Friday E-coaching session using GOTOmeeting link in course announcements.

<p>Module 4: Technical Needs</p> 	<p>11/20/17</p> <p>NO Call</p>	<p>11/26/17</p>	<ul style="list-style-type: none"> • Review PowerPoint presentation and reading materials. • Participate in discussion area by posting your response to the discussion topic and responding to other participants. • Continue work on your project.
<p>Module 5: Funding & Affordable Loss</p>	<p>11/27/17</p> <p>12/1/17</p>	<p>12/3/17</p> <p>11am EST</p>	<ul style="list-style-type: none"> • Review PowerPoint presentation and reading materials. • Participate in discussion area by posting your response to the discussion topic and responding to other participants. • Continue work on your project. • Optional: Attend the Friday E-coaching session using GOTOmeeting link in course announcements.
<p>Module 6: Marketing Your Program & Creating Buzz</p>	<p>12/4/17</p> <p>12/8/17</p>	<p>12/10/17</p> <p>11am EST</p>	<ul style="list-style-type: none"> • Review PowerPoint presentation and reading materials. • Participate in discussion area by posting your response to the discussion topic and responding to other participants. • Continue work on your project. • Optional: Attend the Friday E-coaching session using GOTOmeeting link in course announcements.
<p>Module 7: Create Your Future</p>	<p>12/11/17</p> <p>12/15/17</p>	<p>12/17/17</p> <p>11am EST</p>	<ul style="list-style-type: none"> • Review PowerPoint presentation and reading materials. • Participate in discussion area by posting your response to the discussion topic and responding to other participants. • Complete the work on your project. • Optional: Attend the Friday E-coaching session using GOTOmeeting link in course announcements.
<p>Conclusion</p> 	<p>12/18/17</p>	<p>12/22/17</p>	<ul style="list-style-type: none"> • Complete instructor/course evaluation. • Submit completed caselets. • Go back and finish any missing discussions.