



Innovation and Entrepreneurship Education Topics and Content (A mini (femto?) short course)

Douglas N. Arion

Donald Hedberg Distinguished Professor of Entrepreneurship
Professor of Physics and Astronomy

Carthage College





INTRAPRENEURSHIP

ENTREPRENEURSHIP



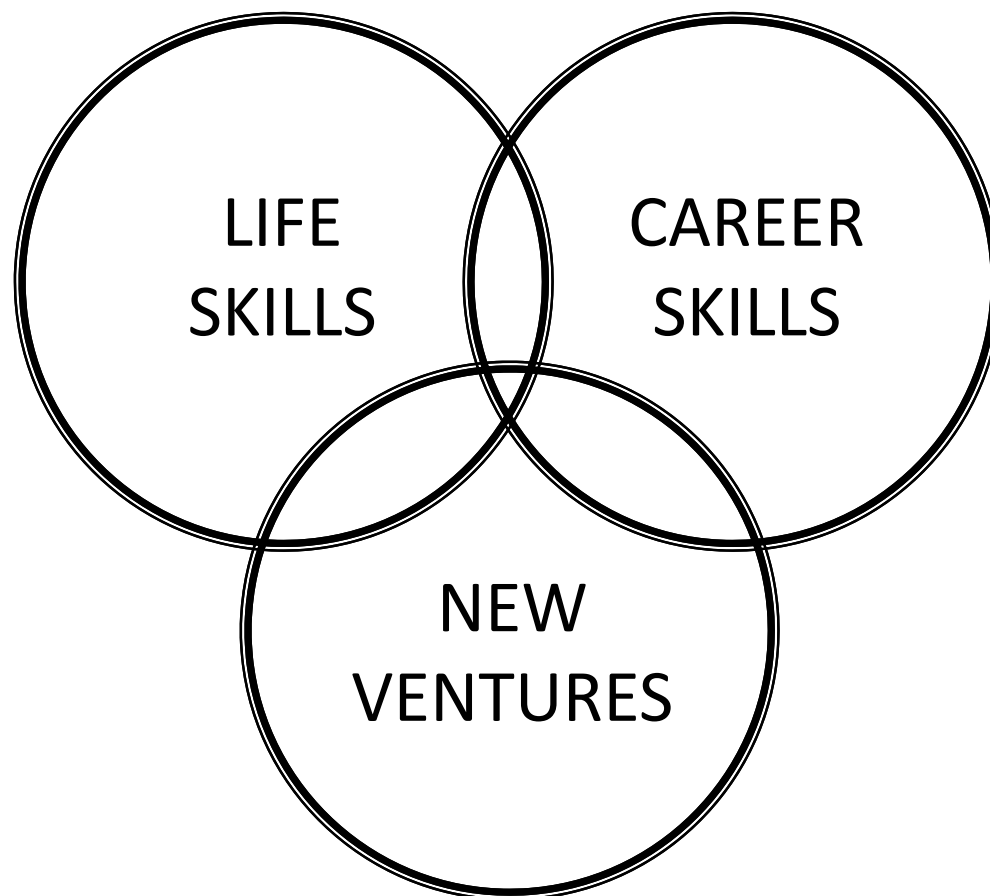


ENTRE/INTRAPRENEUR

ENTRE/INTRAPRENEUR***IAL***



GOALS and DESIRED OUTCOMES



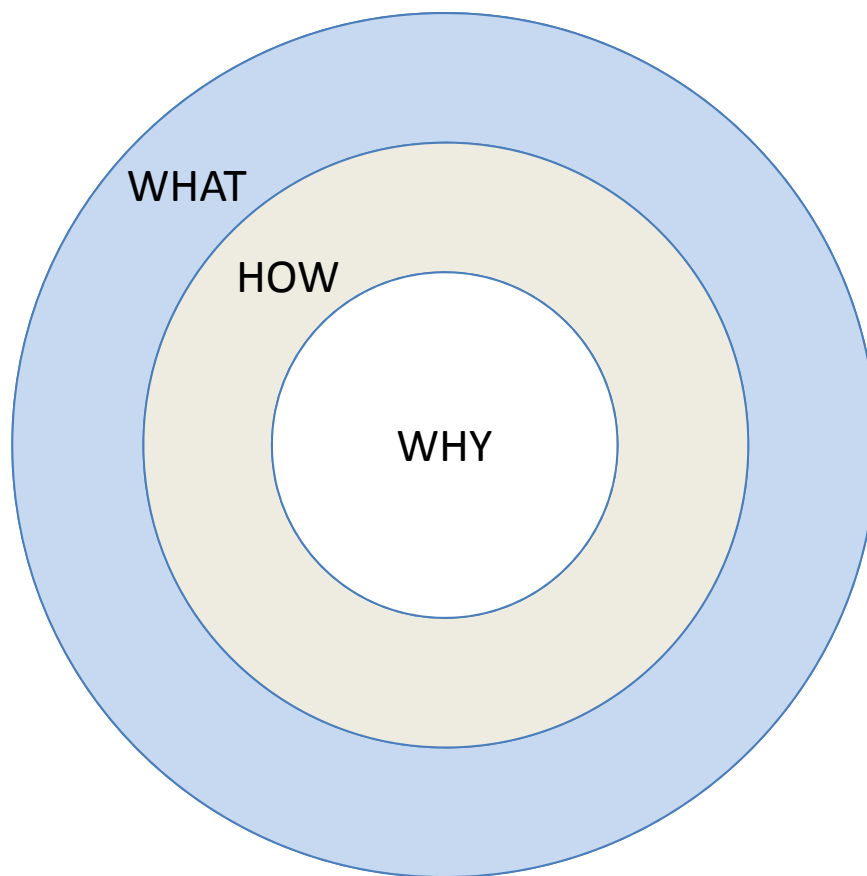


Carthage



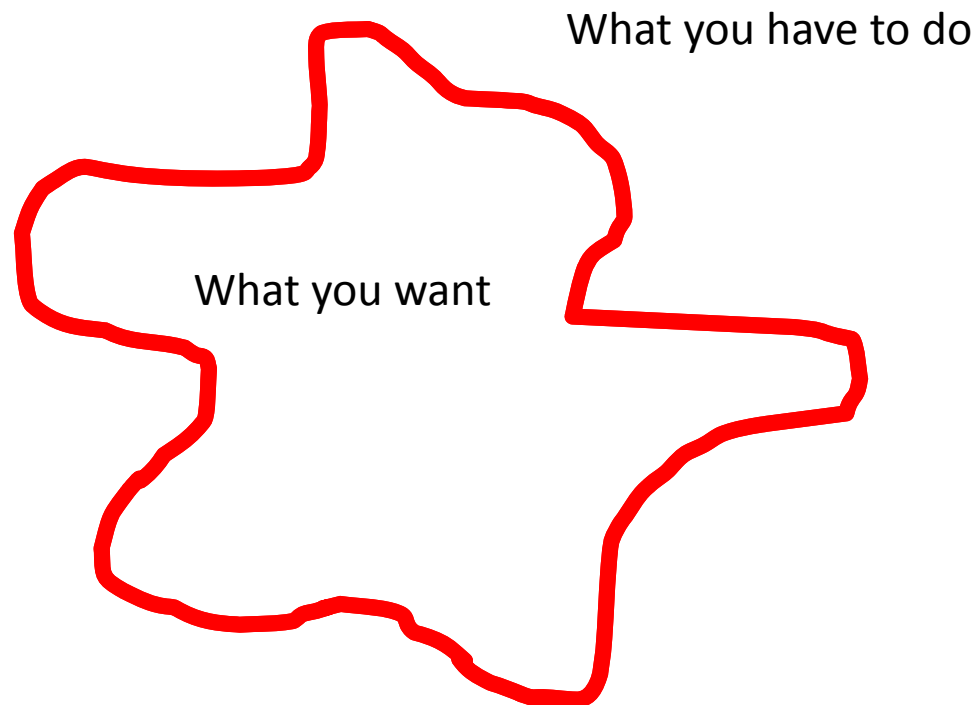
- Goals and Plans
- Technology/Innovation
- Writing/Correspondence
- Entrepreneurs/characteristics
- Marketing Principals
- Product Lifecycle
- Project Management
- Financial Needs
- Marketing and Sales
- Searching for Business Info.
- Speaking/Presentations
- Information Systems
- Web Design/Social Media
- Economics
- Budgeting: Personal and Business
- Business Plans
- Stocks and Bonds
- Investing/Retirement
- Resumes and Interviewing
- Creativity and Ideation
- Business Models
- Incorporation and Business Organization
- Management and Team Skills
- Intellectual Property
- Accounting and Financial Management
- International Business and Cultures
- Legal and Regulatory
- Geographic Information Systems
- Finance and Funding
- Taxes
- Bankruptcy
- Ethics
- Bid and Proposal
- Contracts/Subcontracts/Purchasing
- Insurance/Risk Reduction

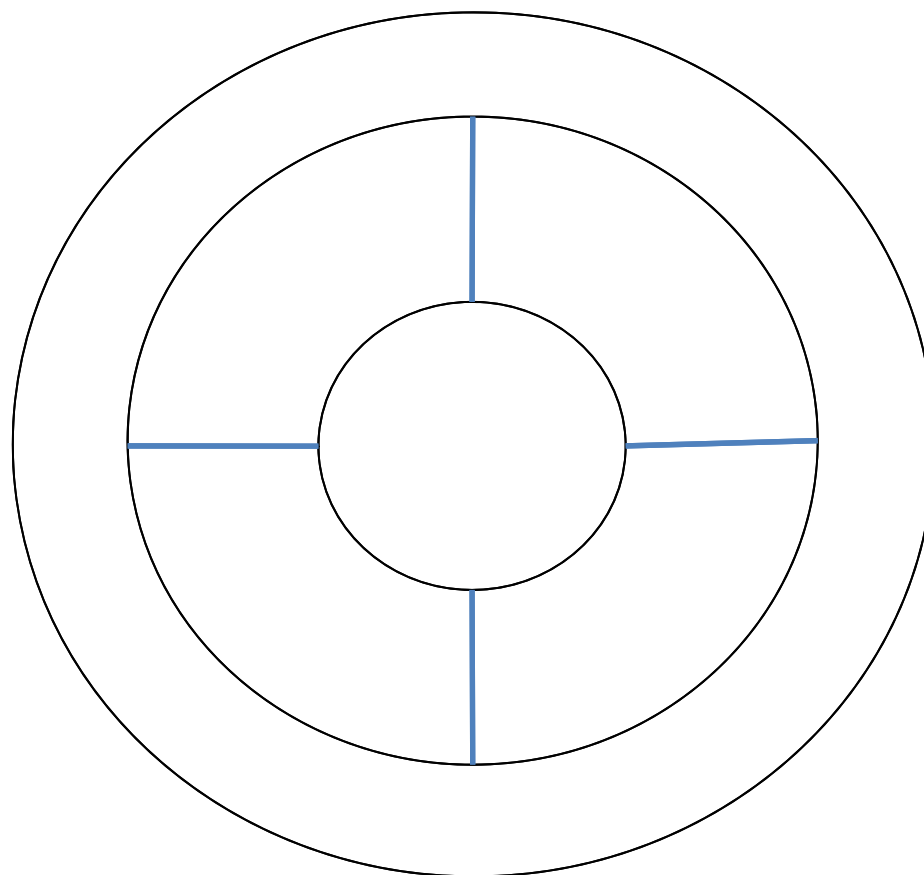




Simon Sinek – TED.com

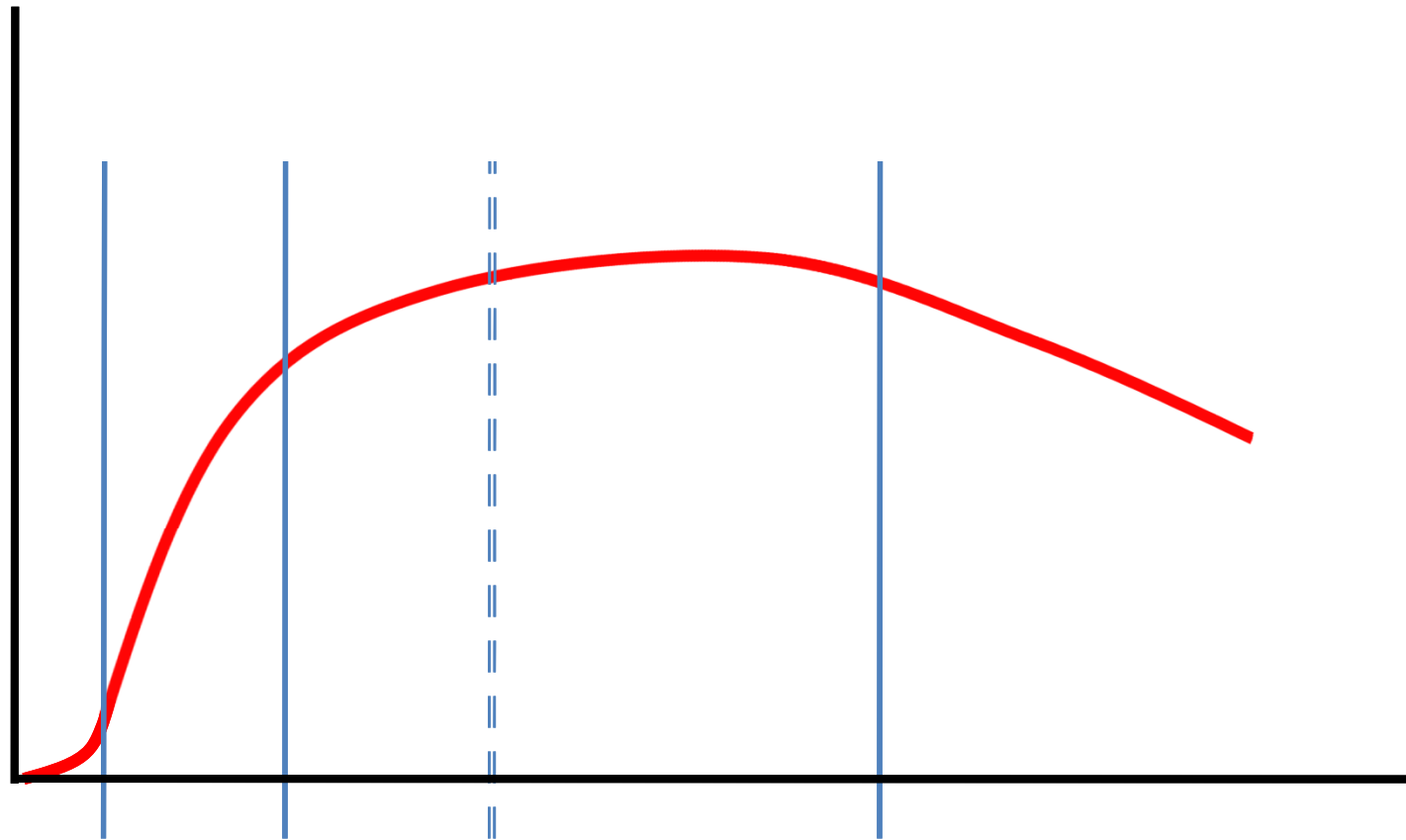
Priorities

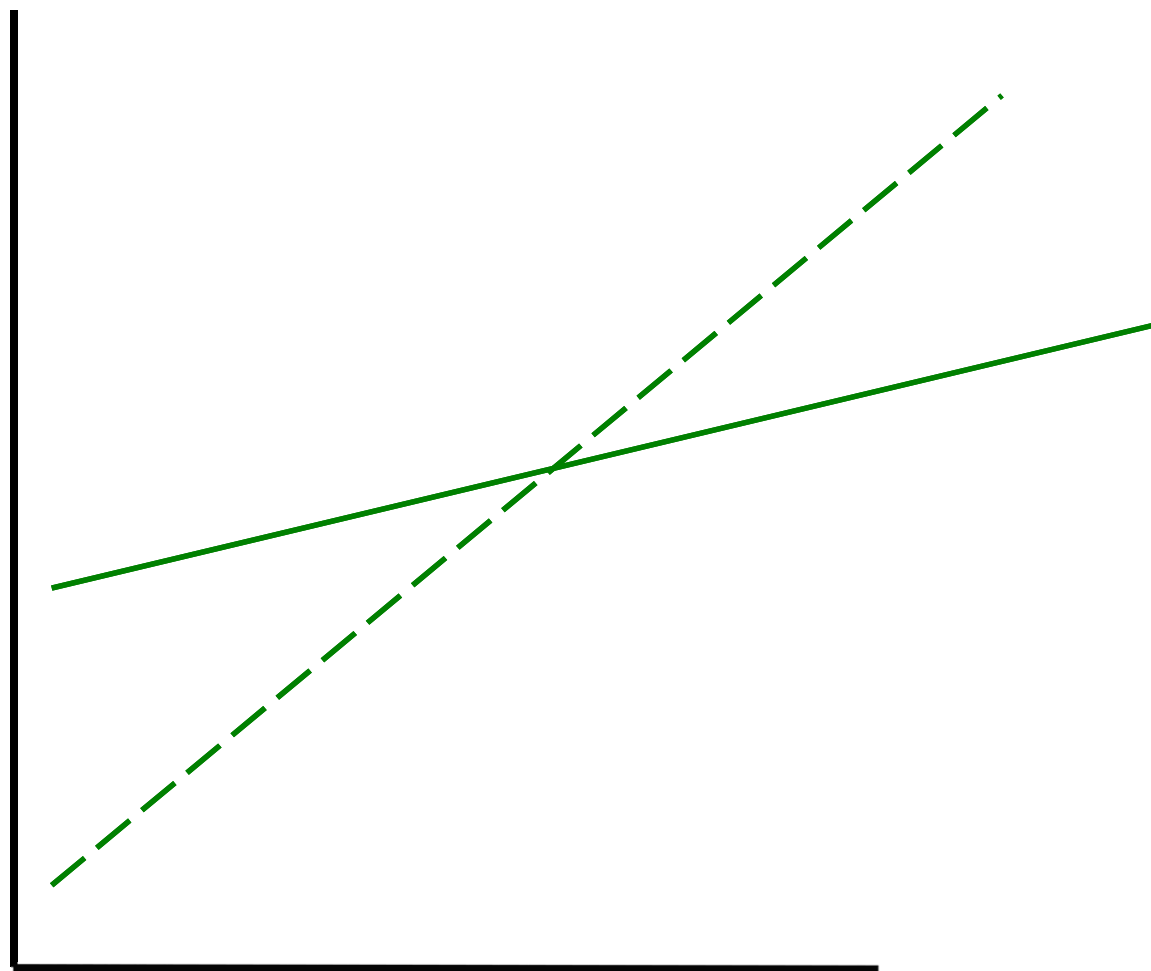




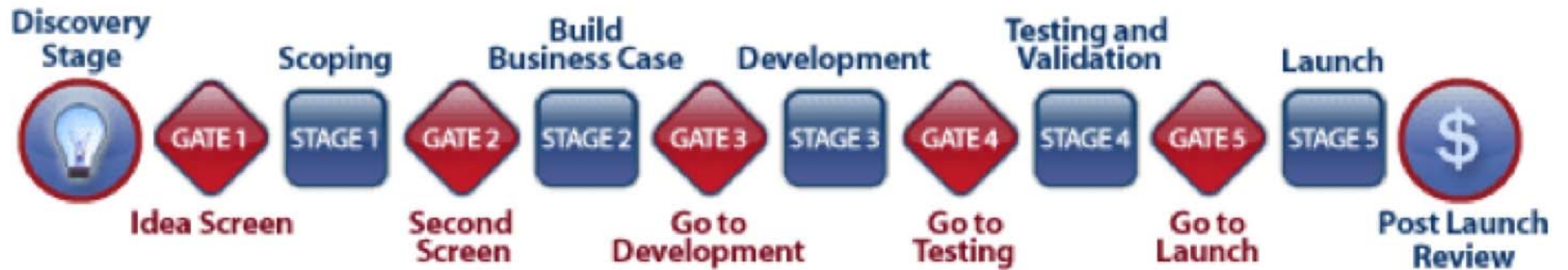
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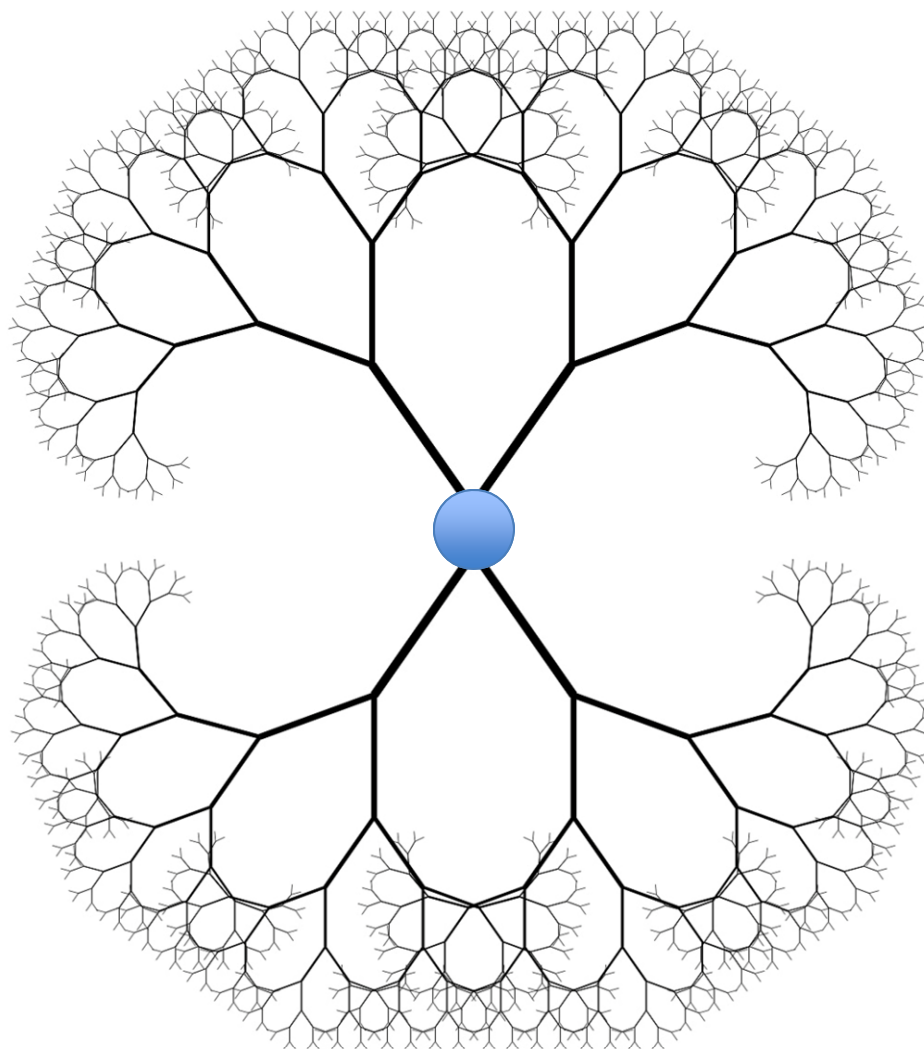


Product/Service Development



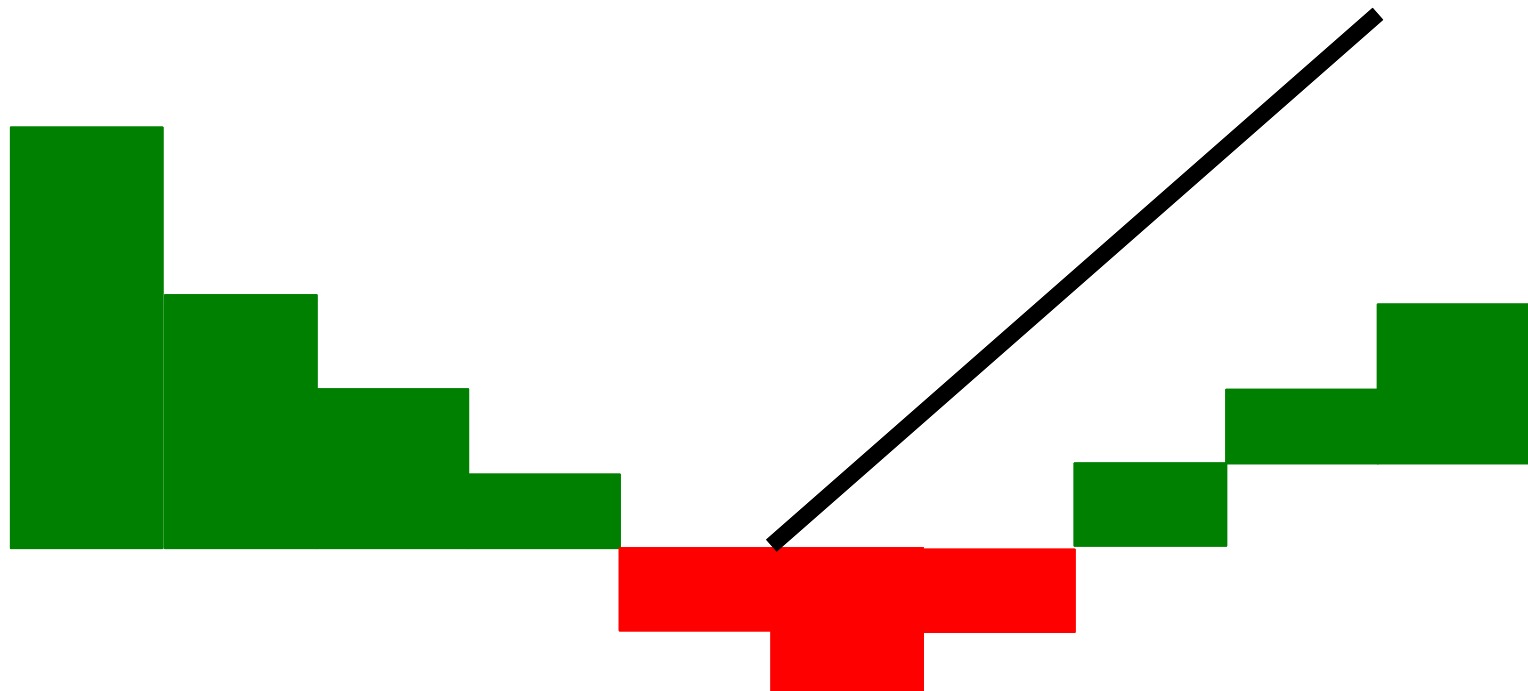


Business Models



Business Entities

- C Corporation
 - S Corporation
 - LLC
 - Sole Proprietorship
 - Partnership
 - Franchise
- Impacts:
 - Ownership
 - Control
 - P/L Distributions
 - Taxes



Budgeting: Personal and Business

Why do lawyers cost so much?

Budget Element	Amount
Rent	
Communications costs	
Labor	
Fringe	
Marketing/Promotion	
Transportation	
Etc.	

- Purchase vs. Lease
- Capital vs. Expense
- Cash vs. Cash Flow
- Non profit vs. unprofitable

Accounting

- Small business accounting vs. real accounting
 - Cash Flow
 - Balance Sheet
 - Income Statement
 - Why do you care?
- Cost tracking and management
- Two big things that people don't get:
 - OPPORTUNITY COSTS
 - LIFECYCLE COSTS

Business Plans

- Who is your audience?
- What are the questions?
- More importantly – Do you have the answers?



Geographic Information Systems

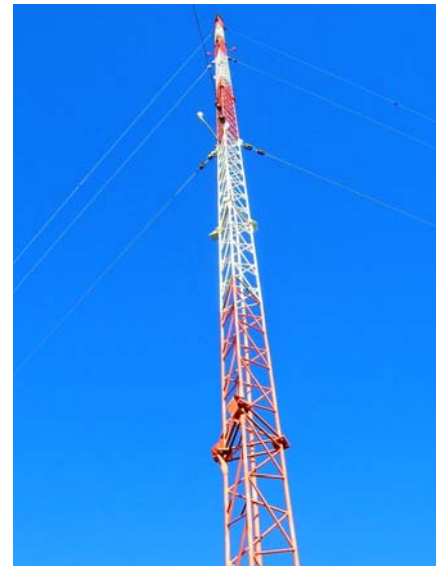
- Business location
 - Time vs. Distance
- Product/service transportation
 - Harbor limits
- Environmental modeling
- Changes in consumer behavior (travel vs. shipping)



Intellectual Property

- Trade Secrets
 - Patents
 - Trademarks
 - Copyrights
- What do you get?
 - What is the process?
 - What do you need to defend successfully?

Examples: FM Radio,
Artificial Knee

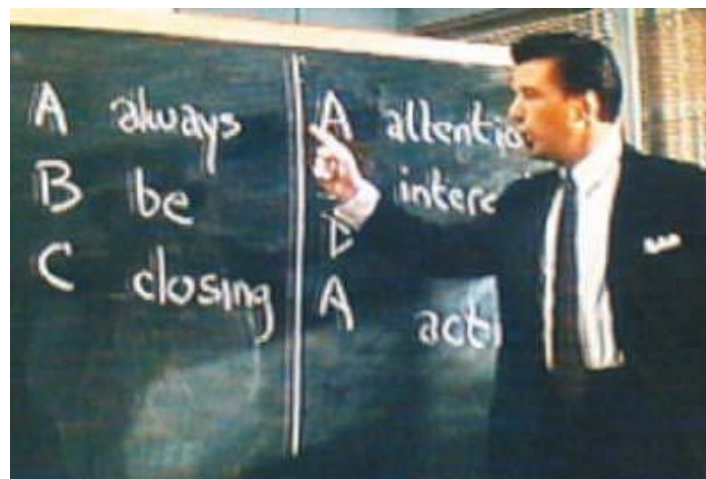


Finance, Investing, and Retirement: 3 Linked Topics

- New ventures need funding
 - Cash
 - Debt
 - Equity
- M&A activities involve equity
- Secondary markets for securities exist for investment/saving
- Saving and investing are based utilize secondary market
- Retirement planning demands understanding of markets
 - Investing targets
 - Dollar cost averaging
 - Diversification
 - Tax ‘advantaged’ accounts

Marketing and Sales

- Marketing
 - Four Ps
 - Five Touches
 - Target Markets
 - NEEDS
- Sales
 - Feel the pain
 - ABC
 - AIDA



Know your product, not about your product

Pricing Strategy

- Cost of goods vs. price
 - Are they related?
 - Are you leaving money on the table?
 - Remember the 4 Ps!
- Price sensitive vs. price insensitive customers
 - How do you capture both?



Taxes: You make it, you pay!

- Personal taxes
- Business taxes
- Sales, Use, Excise taxes
- Property taxes
- Tax strategies
 - Lease vs. purchase
 - Payment scheduling
 - Cash flow vs. profit
 - Cost of sales





Communications

- Writing
- Speaking
- Visual aids
- Business documents
- Formats
- Branding



Bid and Proposal

- Request for Info
- Request for Quote
- Request for Proposal
- Sources:
 - Private
 - Corporate
 - Municipal
 - Foundation/Non Profit
- Preparing a proposal:
 - Gold Team
 - Blue Team
 - Red Team
- Proposal components:
 - Administrative
 - Technical
 - Cost
 - BAFO
- Pricing strategy

Legal and Regulatory Issues

- HR
 - Hiring (EEO/AA)
 - Dismissing/Layoffs
 - Discrimination
 - Harassment
- Building
 - Zoning
- Environment
 - EPA
 - DNR
- Financial
- SEC
- Approvals
 - FDA
 - NTSB
- Safety
 - OSHA
- Employment
 - Job classification (FLSA)

Ethics

- Who does a business/organization serve?
 - Employees
 - Community
 - Owners
 - Suppliers
 - Customers
- There are *legal issues* and *moral issues*
- On what do you base *your* ethics?