

Entrepreneurship: Mindset, Skills, Frameworks, Learning, and Growth

This course is a deep dive into entrepreneurship that will build on high school students' foundational business knowledge and push them towards entrepreneurial application in the real world. This course will prepare students for the rigors of college business study and for the career world as they apply principles and frameworks in actionable activities.

Course Content:

This is an 18-week course. Each week contains 2 lessons for a total of 36 lessons for the course. Each lesson progressively builds on the knowledge and learning from the subsequent unit of study. Live courses will be delivered in an online, interactive videoconference format. Students will be expected to read the assigned texts and articles each week and come prepared to share their thoughts and ask questions.

Students will...

- learn and demonstrate an entrepreneurial mindset through a set of growth reflections.
- develop and demonstrate entrepreneurial skills.
- learn to navigate entrepreneurial frameworks using tools to fuel new enterprises.
- learn how to create entrepreneurial teams.
- create an entrepreneurial portfolio.
- learn how to finance new ventures.

UC-SB Course Faculty

The following faculty members will serve as instructors for the UC-SB online Entrepreneurship course:

Dr. Brett Taylor

Brett has extensive experience working with young adults developing entrepreneurship skills. Brett holds an Ed.D. degree in Educational Administration from the University of the Pacific, an M.B.A. from Babson College, an M.A. in Education from U.C. Davis, and a B.A. in English from Brigham Young University.

Erick Ramirez

Erick is a successful founder of a tech startup, a veteran Amazon executive, and holds an MBA from Babson College.

Jashin Chen

Jashin serves as a Global Project Manager on Corporate Development, Distribution Partnerships at ByteDance / TikTok. She leads high-impact projects and drives global strategy to bring ByteDance's suite of products into peoples' daily digital lives, spreading joy and creativity around the world.



Weekly Schedule

This is an 18-week course, which covers topics ranging from the basics of entrepreneurship to building your own start-up.

Week	Class Meeting(s)	Required Readings	Assignments
Week 1: Entrepreneurial Mindset	1.What is an entrepreneur? 2.An entrepreneurial perspective	Article: Becoming an Entrepreneur – 3 Reasons Why Not (And How To Do It Anyway) https://foundr.com/becoming-an-entrepreneur	Entrepreneurial Reflection #1
Week 2: Finding Opportunity	1.Generating ideas 2. Understanding opportunity	Text: Mullins, Ch. 1	Learning Activity #1: Entrepreneurial Opportunity
Week 3: Meeting Customer Needs	1. Understanding customers 2.Value proposition	Text: Mullins, Ch. 2	Entrepreneurial Reflection #2
Week 4: Value Proposition Canvas	1.Customer profile 2.Value Proposition Canvas project	Article: How to Really Understand Your Customer with the Value Proposition Canvas https://designabetterbusiness.com/2017/10/12/how-to-really-understand-your-customer-with-the-value-proposition-canvas/	Learning Activity #2: Value Proposition Canvas
Week 5: Market Research	1. Understanding markets 2. Market research project	Text: Mullins, Ch. 3, 13	Learning Activity #3: Market Research Project
Week 6: Industry Research	1. Understanding industries 2. Industry research project	Text: Mullins, Ch. 4, 14	Learning Activity #4: Industry Research Project
Week 7: Sustainability	1. Competitive sustainability 2. Economic sustainability	Text: Mullins, Ch. 5	Entrepreneurial Reflection #3

Week 8: Entrepreneurial Motivation	1. Personal aspirations 2. Risk propensity	Text: Mullins, Ch.6	Entrepreneurial Reflection #4
Week 9: Entrepreneurial Teams	1. Creating teams 2. Team roles	Text: Mullins, Ch. 7	Learning Activity #5: Team Roles
Week 10: Networking	1. Building connections 2. Networking project	Text: Mullins, Ch. 8	Learning Activity #6: Networking Project
Week 11: Development	1. Developing opportunity 2. 7 Domains	Text: Mullins, Ch. 9	Entrepreneurial Reflection #5
Week 12: Pre-launch	1. Feasibility study 2. Feasibility study pt. 2	Text: Mullins, Ch. 10	Learning Activity #7: Feasibility Study
Week 13: Business Model Canvas	1. Creating a BMC 2. BMC project	Article: Business Model Canvas https://bmtoolbox.net/tools/business-model-canvas/	Learning Activity #8: BMC
Week 14: Learn Startup	1. Lean startup & the pivot 2. Minimum viable product	Article: The Lean Startup Methodology http://theleanstartup.com/principles	Entrepreneurial Reflection #6
Week 15: Entrepreneurial Investment	1. Seed capital 2. Introduction to finances	Text: Mullins, Ch. 12	Entrepreneurial Reflection #7
Week 16: Entrepreneurial Growth	1. Metrics 2. Scaling	Article: Should you Scale or Should you Grow? https://www.entrepreneur.com/article/308183	Entrepreneurial Reflection #8
Week 17: Pitching	1. Developing a pitch 2. Pitch project	Article:	Learning Activity #9: Pitch
Week 18: Entrepreneurial Portfolio	1. Presentations and feedback 2. Presentations and feedback pt.	No Reading	Entrepreneurial Portfolio

Credits, Transcripts, and Certificates



All students who complete the coursework with a passing grade will be guaranteed college credit from the University Of California - Santa Barbara. Students may earn up to 4 credits for each course. UC-SB is accredited through the Western Association of Schools and Colleges (WASC).



Through a partnership with Washington Academy Online, students may also receive one (1) high school credit for the completion of the course. Students can receive official transcripts from both UC-SB and/or Washington Academy.



In addition to transcripts, students may be eligible to receive an official certificate from UC-SB upon successful completion of the program.



Enrollment Information

A language proficiency test is required before enrolling.
Students must have a minimum of B1 level English or equivalent. [Check here to check for equivalencies](#).
If you don't have a language test, UC-SB will provide a complimentary test.

Ready to Apply?

New Applicants: [Click Here to Open the Online Application to Enroll](#)

For students currently enrolled in Washington Academy, who are taking a UC-SB course as an elective, please complete a new Course Selection Sheet with your counselor.