



## ENTR 2500.001

Spring 2025

Tuesdays & Thursdays 1300 (1:00 pm) - 1415 (2:15 pm)

Face to Face - KB 360

### Dr. Vance Gough, EdD MBA BA CD

- **Office:** KB 121C
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- **iPhone:** 801-822-2193
- **Office Hours:** Tuesdays from 1600 (4:00 pm) to 1700 (5:00 pm). Also by appointment (if you want to meet with me, let me know ahead of time). I am happy to meet with you any time I am available. Please email or text me and we can make it happen.

### Texts

We will be using a number of texts for the course. **You will NOT need to purchase any.** We will be drawing information from texts including:

- ***Design Centered Entrepreneurship*** by Min Basadur and Michael Goldsby. Routledge, Taylor & Francis Group Publishers, New York. 2016.
- ***The Art of the Start 2.0*** by Guy Kawasaki. Portfolio Penguin Publishers.
- ***Value Proposition Design*** by Osterwalder, Pigneur, Bernarda & Smith. Wiley Publishers. 2014.
- ***Nail it, Then Scale it*** by Nathan Furr & Paul Ahlstrom. self-published. 2011.
- ***Business Model Generation*** by Alexander Osterwalder & Yves Pigneur. Wiley Publishers. 2010.
- ***Testing Business Ideas*** by David Bland & Alex Osterwalder. Wiley Publishers. 2020.

### Course Objectives

- Recognize what a creative entrepreneur is.
- Relate & apply the mindset of a creative entrepreneur individually.
- Measurably increase one's entrepreneurial attitude.
- Demonstrate problem solving using design-thinking.
- Produce a completely new "curve jumping" idea for two potential new businesses.
- Validate and test at least two business ideas using secondary and primary research including at least 6 in-depth interviews with target customers.
- Demonstrate creativity, innovation and the ability to communicate research succinctly in a competition against all other peers in the course.

### Course Description

- ENTR 2500 is a General Education (Behavioral Science) university level course designed to provide an experience with the process of creative entrepreneurship with focus on the role of the creative entrepreneur in identifying, evaluating and developing innovative "curve jumping" opportunities. It will involve constructivist learning methods and activities centered on design thinking. It will require new and unique ideas and prototyping of those ideas. It will also require students to go out into the community and do customer validation of their ideas.

## Course Policies

### • READINGS

- This is an experience-based course and will challenge students to think and act as an entrepreneur in developing business ideas. Readings of timely academic and popular press articles will serve as a reference and a starting point in researching business opportunities. Students will be expected to read any assigned material. Additional materials such as slide presentations and videos will be used to provide information to help students gain knowledge to help them develop opportunities.

### • STUDENTS ARE RESPONSIBLE FOR THEIR LEARNING

- Students are expected to take an ACTIVE role in the learning process by meeting course requirements as specified in the syllabus. Students are responsible for understanding the course syllabus and the requirements of the course. If you do not understand the requirements for an assignment it is your responsibility to ask, first IN CLASS and then during office hours or by email.

### • PROFESSIONALISM

- Students will conduct themselves professionally in and outside the classroom to enhance the learning environment. Attendance is required. Much of what we do in class will be experiential activities. Students are responsible to find out what was missed from another student.

### • QUALITY VS. EFFORT

- Entrepreneurship is more than envisioning. It is also enacting the embodiment of the vision. Therefore, form and substance are critical.
  - Emphasis will be placed on the (1) **form** and (2) **content** of all written, oral and video assignments.
  - In all assignments, students must define what they mean when they use any generic terms such as “quality”, “high quality”,
  - A professional quality written or video report is required for all assignments and the quality of the form of the report will be evaluated for each assignment.
  - You will not be graded on “effort”, but on the quality of your research and reasoning and communication of this information.

### • POLICY ON ARTIFICIAL INTELLIGENCE USE FOR THIS CLASS

- AI programs are not a replacement for your human creativity, originality, and critical thinking. Writing, thinking, and researching are crafts that you must develop over time to develop your own individual voice. At the same time, you should learn how to use AI and in what instances AI can be helpful to you.
- The use of generative AI tools (e.g. ChatGPT, Google Bard, etc.) is permitted in this course for the following activities:
  - Brainstorming and refining your ideas;
  - Fine tuning your research questions;
  - Finding information on your topic;
  - Drafting an outline to organize your thoughts; and
  - Checking grammar and style.
- The use of generative AI tools is not permitted in this course for the following activities:
  - Impersonating you in classroom contexts, such as by using the tool to compose discussion board prompts/responses assigned to you or content that you put into a Teams/Canvas chat.
  - Completing group work that your group has assigned to you, unless it is

- mutually agreed upon that you may utilize the tool.
- Writing a draft of a writing assignment
- Writing entire sentences, paragraphs or papers to complete class assignments.
- You are responsible for the information you submit based on an AI query (for instance, that it does not violate intellectual property laws, or contain misinformation or unethical content). Your use of AI tools must be properly documented and cited in order to stay within university policies on academic honesty.
- Any student work submitted using AI tools should clearly indicate what work is the student's work and what part is generated by the AI. In such cases, no more than 25% of the student work should be generated by AI. If any part of this is confusing or uncertain, please reach out to me for a conversation before submitting your work.

**Grading** - The final grade distribution may be adjusted up or down so that the final grade average for the class will be about a "B".

<b>OUTSTANDING</b>	<b>A</b>	<b>94-100</b>
	<b>A-</b>	<b>90-93</b>
<b>SUPERIOR</b>	<b>B+</b>	<b>87-89</b>
	<b>B</b>	<b>84-86</b>
	<b>B-</b>	<b>80-83</b>
<b>SATISFACTORY</b>	<b>C+</b>	<b>77-79</b>
	<b>C</b>	<b>74-76</b>
	<b>C-</b>	<b>70-73</b>
	<b>D+</b>	<b>67-69</b>
	<b>D</b>	<b>64-66</b>
	<b>D-</b>	<b>60-63</b>
<b>FAIL</b>	<b>E</b>	<b>&lt; 60</b>

## Assignment Due Date and Weighting

Students will use Canvas to hand in assignments unless otherwise stipulated by the Professor.

Assignment	Due Date	Grade Weighting
<b>EAO</b> (Beginning of semester)	F Jan 10 <sup>th</sup>	.....2.5%
<b>#1: Myself as a potential Entrepreneur</b>	T Feb 11 <sup>th</sup>	.....15.0%
<b>#2: I Dare You to Create a UNIQUE, INNOVATIVE and CREATIVE Product that Solves a Real-World Problem</b>	R Feb 21 <sup>st</sup>	.....20.0%
<b>World Café Involvement</b>	Mar 4 <sup>th</sup> , 6 <sup>th</sup> & 18 <sup>th</sup>	.....5.0%
<b>#3: VALIDATION OF YOUR IDEA</b>	T Mar 20 <sup>th</sup>	.....20.0%
<b>INNOVATION CHALLENGE</b>	R Apr 17 <sup>th</sup>	.....25.0%
(Total of 3 deliverables) (Group video, Peer Evaluations, & mandatory Attendance on M Apr 21 <sup>st</sup> for the Finals – with a Guest)		
<b>In-Class Assignments/Quizzes &amp; Participation</b>	All semester	.....5.0%
<b>Attendance</b>	All semester	.....5.0%
<b>Final Assessment – EAO</b> (End of semester)	M Apr 28 <sup>th</sup>	.....2.5%
		.....100.0%

## Schedule (subject to change)

Week	Topic	Materials and Resources
<b>Module 1: The Entrepreneur</b>		
Week 1: Jan 6-10	<ul style="list-style-type: none"> <li>Overview of Creative Entrepreneurship</li> </ul>	<ul style="list-style-type: none"> <li>Introduction</li> <li>Creative Entrepreneurship Concepts</li> <li><b>EAO due JAN 10 by 23:59.</b></li> <li><b>Photo/Video Release due JAN 10 by 23:59.</b></li> </ul>
Week 2: Jan 13-17	<ul style="list-style-type: none"> <li>Entrepreneurial Mindset</li> <li>Content about Creative and Innovative Entrepreneurs</li> </ul>	<ul style="list-style-type: none"> <li><b>“Skills” due JAN 14 before class.</b></li> </ul>
Week 3: Jan 20-24 (Monday Jan 20 is the Martin Luther King Jr. Day holiday. There are no UVU classes on that day.)	<ul style="list-style-type: none"> <li>Content about Creative and Innovative Entrepreneurs</li> <li>Design Thinking</li> </ul>	<ul style="list-style-type: none"> <li>Documentary: “Objectified”</li> <li>Class Activity Overview: Design – Good and Bad</li> <li><i>Myself as a potential Entrepreneur – Video Assignment Overview (15%)</i></li> </ul>
Week 4: Jan 27-31	<ul style="list-style-type: none"> <li>Class discussion of the Design: Good and Bad team submissions</li> </ul>	<ul style="list-style-type: none"> <li><b>Class Activity due T JAN 28: Design – Good and Bad before class</b></li> <li><i>IDEO Persona discussion</i></li> </ul>
Week 5: Feb 3-7	<ul style="list-style-type: none"> <li>What makes a good founder team</li> <li>IDEO personas</li> <li>Thinking Ahead - Prototyping &amp; Design</li> </ul>	<ul style="list-style-type: none"> <li>Assignment 2: <i>Create a UNIQUE, INNOVATIVE and CURVE JUMPING Product that Solves a Real World Problem! – Overview (25%)</i></li> <li><b>BONUS Assignment: Switch Your Lens (Due by 11:59 pm on FEB 6)</b></li> </ul>

## Module 2: Problem Solving - Ideation to Solution

Week 6: Feb 10-14	<ul style="list-style-type: none"> <li>• Art of the Start</li> <li>• Entrepreneurial Motivation</li> <li>• Iteration &amp; Design Cycle</li> <li>• What is a “Curve Jump”?</li> <li>• Feasibility &amp; Impact</li> <li>• Assumptions &amp; making financial forecasts</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Assignment 1 – T FEB 11</b> <b>Myself as a potential Entrepreneur – Video - Assignment Due (15%)</b></li> <li>• “Art of the Start 2.0” – Guy Kawasaki</li> </ul>
Week 7: Feb 17-21 (Monday Feb 17 is the President's Day holiday. There are no UVU classes on that day.)	<ul style="list-style-type: none"> <li>• <b>Presenting of your Unique, Innovative &amp; Curve Jumping product that solves a “real-world problem” with a “curve jumping” solution.</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Assignment 2 Due – Create a UNIQUE, INNOVATIVE AND CURVE JUMPING Product that Solves a Real-World Problem! – Due R FEB 20 via Canvas by 2359 (11:59 pm) + you need to also <u>pitch this idea during class that day. (With your Prototype)</u></b></li> </ul>

## Module 3: Testing & Validation

Week 8: Feb 24-28 (Professor away at Conference.)	<p><b>This week you need to schedule and interview:</b></p> <ul style="list-style-type: none"> <li>• 5 “early adopter members of your Target Customer Audience.</li> <li>• At least one “Lead Users” of your product type.</li> </ul>	<ul style="list-style-type: none"> <li>• Assignment 3: Validation of your IDEA - Overview (20%)</li> <li>• <b>Complete VentureBlocks SIM by FEB 24 by 2359 (11:59 pm).</b></li> </ul>
Week 9: Mar 3-7	<ul style="list-style-type: none"> <li>• World Café 1</li> <li>• World Café 2</li> </ul>	<ul style="list-style-type: none"> <li>• <b>World Café 1 on T MAR 4</b></li> <li>• <b>World Café 2 on R MAR 6.</b></li> </ul>
Week 10: Mar 10-14 (Spring Break - No Classes)		

## Module 4: Innovation Challenge

Week 11: Mar 17-21	<ul style="list-style-type: none"> <li>World Café 3</li> <li>Intellectual Property fundamentals on Patents, Copyright, &amp; Trademarks.</li> <li>Innovation Challenge Begins on MAR 20</li> </ul>	<ul style="list-style-type: none"> <li><b>World Café 3 on T MAR 18</b></li> <li><b>IC Team Selection R MAR 20</b></li> <li><b>Assignment 3 –R MAR 20 - VALIDATION OF YOUR IDEA - Due (20%)</b></li> <li>Introduction of INNOVATION CHALLENGE</li> <li><b>Submission of IC Team Contract - F MAR 21</b></li> </ul>
Week 12: Mar 24-28	<ul style="list-style-type: none"> <li>Innovation Challenge</li> </ul>	<ul style="list-style-type: none"> <li>Groups meet individually during class time at KB 102F. (This is the conference room for the Entrepreneurship Institute)</li> </ul>
Week 13: Mar 31-Apr 4	<ul style="list-style-type: none"> <li>Innovation Challenge</li> </ul>	<ul style="list-style-type: none"> <li>Groups meet individually during class time at KB 102F (This is the conference room for the Entrepreneurship Institute)</li> </ul>
Week 14: Apr 7-11	<ul style="list-style-type: none"> <li>Innovation Challenge</li> </ul>	<ul style="list-style-type: none"> <li>Groups meet individually during class time at KB 102F (This is the conference room for the Entrepreneurship Institute)</li> </ul>
Week 15: Apr 14-18	<ul style="list-style-type: none"> <li>Innovation Challenge: Semi-Finals in Class on Thursday.</li> </ul>	<ul style="list-style-type: none"> <li>Groups meet individually during class time at KB 102F on T Apr 15 (This is the conference room for the Entrepreneurship Institute)</li> <li><b>THE INNOVATION CHALLENGE – Videos Due in Class by 1245 (12:45 pm) on R APR 17. (Group Video in class &amp; Peer Evaluations) (25%)</b></li> </ul>

<p>Week 16: Apr 21-22 (Last official day of classes is T Apr 22)</p>	<p>Innovation Challenge FINALS &amp; Course Wrap up</p>	<ul style="list-style-type: none"> <li>• <b>THE INNOVATION CHALLENGE FINALS – M APR 21</b> from 1800 to 2000 (6:00 to 8:00 pm) This is in lieu of Tuesday's regular class.</li> <li>• <b>ATTENDANCE <u>with</u> Guests is mandatory.</b></li> <li>• Location: Noel &amp; Carrie Vallejo Auditorium - 1st Floor of Scott C. Keller Building</li> </ul>
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## Disability Statement

Americans with Disabilities Act and Section 504 of the Rehabilitation Act

The Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973, as amended, prohibit Utah Valley University from engaging in discrimination on the basis of disability in any program or activity. Discrimination is also prohibited in all aspects of employment against persons with disabilities who, with reasonable accommodation, can perform the essential functions of a job.

Students who believe s/he has been denied program access or otherwise discriminated against because of a disability is encouraged to initiate a grievance by contacting the Office of Accessibility Services (OAS) at 801-863-8747. Employees can contact the ADA coordinator, Cameron Evans, at 801-863-8389.

Upon request, this information is available in alternative formats, such as mp3, Braille, or large print. To request this format, email [accessibilityservices@uvu.edu](mailto:accessibilityservices@uvu.edu).

Students who need accommodations because of a disability may contact the UVU Office of Accessibility Services (OAS), located on the Orem Campus in LC 312. To schedule an appointment or to speak with a counselor, call the OAS office at 801-863-8747. Deaf/Hard of Hearing individuals, email [Nicole.hemmingsen@uvu.edu](mailto:Nicole.hemmingsen@uvu.edu) or text 385-208-2677.

## Utah Valley University Cheating and Plagiarism Policies and Procedures

The statements below are taken directly from the Utah Valley University Policy 541, Student Code of Conduct, dated 11/29/2018.

3.4 Cheating: Using or attempting to use or providing others with unauthorized information, materials, or study aids in academic work. Cheating includes but is not limited to passing examination answers to or taking examinations for someone else; preparing or copying another's academic work; the acquisition, without permission, of tests or other academic material belonging to a member of university faculty or staff; unauthorized collaboration on academic work; or engaging in any conduct specifically prohibited by a faculty member in the course syllabus or class discussion.

3.12 Plagiarism: The practice of taking or using someone else's work or ideas and passing

them off as one's own. Plagiarism includes but is not limited to the use, by paraphrase or direct quotation, of the published or unpublished work of another person without full and clear acknowledgment; the unacknowledged use of materials prepared by another person or agency engaged in the selling of papers or other academic materials; duplicating or submitting work that was originally prepared for another class without the explicit permission of the instructor; or knowingly aiding another student who is engaged in plagiarism.

4.2.2 The University expects all students to engage in responsible conduct, to obey the law, to maintain integrity, and to uphold high standards of individual honesty in all their actions and academic work.

## Course Fee Disclosure

### BOOKSTORE

**BOOK COURSE FEE:** \$0.00 (check your tuition and fees statement)

The bookstore will not refund the money after the Last day for 100% refund even if the student never attended class.

**ASSIGNMENT #1:** For this assignment, each student will need to create and edit a 3-minute video for submission. Depending on the individual, there may also be a cost to complete this video.

**ASSIGNMENT #2:** This assignment requires you to make/develop/build a prototype of your idea. This will involve some cost and needs to be considered before continuing in the course. It is up to the individual student to decide what s/he will spend on this prototype.

**VENTUREBLOCKS:** This is a simulation that is a component of Assignment 3. There is a cost for each student of **\$14.95**. Please plan for this in your budgeting. <https://ventureblocks.com/>

**INNOVATION CHALLENGE:** This assignment requires you to compete in a team and make/develop/build a prototype of your idea. This will involve some cost and needs to be considered before continuing in the course. It is up to the team of students to decide what they will spend on this prototype. For this assignment, each team will also need to create and edit a 3-minute video for submission. Depending on the team, there may also be a cost to complete this video.