



Entrepreneurship & Marketing 9 ADST

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Entrepreneurship refers to the process of creating a new enterprise and taking on any of its risks, with the view of making a profit. The person who creates a new enterprise and takes on every challenge for its development and operation is known as an entrepreneur.

Module 1 Vision & Goals

- 1.1 Entrepreneurship Today
- 1.2 Entrepreneurial Vision and Goals
- 1.3 The Entrepreneurial Mindset
- 1.4 The Process of Becoming an Entrepreneur
- 1.5 Entrepreneurial Pathways

Module 2 Society and Ethics

- 2.1 Ethical Entrepreneurship
- 2.2 Social Entrepreneurship
- 2.3 Legalities

Module 3 Opportunity

- 3.1 Tools for Creativity and Innovation
- 3.2 Developing Ideas, Innovations, and Inventions
- 3.3 Entrepreneurial Opportunity
- 3.4 Researching Potential Business Opportunities
- 3.5 The Business Model: The Basics

Module 4 Problem Solving

- 4.1 Problem-Solving to Find Entrepreneurial Solutions
- 4.2 Creative Problem-Solving Process
- 4.3 Design Thinking & Lean Problem-Solving Process
- 4.4 Project and Self-Assessment

Required resources

Access to a computer and Internet access is required as all the materials are online, including readings, videos, and links in the course. Unless otherwise indicated the material in each section of the course is sourced and modified from the book Entrepreneurship by Michael Lavery and Chris Little. This book is an Open Source textbook from OpenStax.

Assessment strategies

There are 16 Section Review Assignments (worth 5% each = 80%) and 1 Project (worth 20%) for a total of 100%.

How long will this course take?

This is a 4-credit course and you should expect to spend 100 - 120 hours to complete it. Students are expected, to complete their course within two semesters.

Need help?

You may get help online in the course, or by email or in person.