

Course Description**ENT2212 | Entrepreneurial Leadership | 3.00 credits**

The student will learn key skills and traits of successful entrepreneurs. Students will explore the notion of values-based business formation, personal strength and weakness identification, leadership for team building, project and personal time management, and story-telling.

Course Competencies

Competency 1: The student will understand that venture formation, both for-profit and non-profit, can be used to promote social impact. Students will be able to demonstrate this knowledge by:

1. Describing how business formation can provide a platform for both economic and social development
2. Articulating the higher purpose and core values of a proposed venture
3. Identifying the stakeholders involved in a proposed venture
4. Explaining the traits of effective leaders
5. Describing the role of culture in the success of a firm
6. Describing the culture the student wants to create in a proposed venture

Competency 2: The student will understand the need to know their personal strengths and weaknesses by:

1. Explaining why leaders should leverage their strengths
2. Describing how to manage their weaknesses
3. Identifying their personal strengths and weaknesses
4. Describing the impact of personal strengths and weaknesses have and how they would manage their proposed business in light of this knowledge
5. Describing why and how high emotional intelligence benefits those in leadership situations

Competency 3: The student will describe and demonstrate an understanding of the concept of storytelling as a key leadership and management tool by:

1. Describing why storytelling is important in building culture and leading an organization
2. Describing the characteristics of memorable communication
3. Creating a simple, unexpected, concrete, credible, and emotional story about the proposed business venture
4. Delivering the story of the proposed venture in both written and oral form

Competency 4: The student will be able to demonstrate an understanding of the concepts of management, leadership, and team management by:

1. Explaining how groups and teams enable organizations to scale
2. Explaining the attributes of good communication
3. Explaining how good communication enhances performance of groups and teams
4. Explaining the role and attributes of collaborative teams in problem solving
5. Leading a group/team to accomplish a goal
6. Reflecting on that leadership effort, examining goal attainment, group dynamics, and the sources of group/team motivation

Competency 5: The student will demonstrate an understanding of the basic tenets of project management by:

1. Describing why personal time management is important in developing project plans
2. Describing the tools one can use to better manage one's time, agenda, and schedule
3. Describing why meeting expectations and commitments, with quality, on time, at or under cost projections, is critical to business success
4. Describing the components of project management: plan, build-up, implement, closeout.
5. Choosing team members to complete a project
6. Identifying critical tasks and communication necessary for successful project management

7. Creating analytic tools/metrics to manage and gauge the success of a project

Learning Outcomes:

- Communicate effectively using listening, speaking, reading, and writing skills
- Solve problems using critical and creative thinking and scientific reasoning