

COURSE OUTLINE

Discipline: Entrepreneurship

- I. COURSE IDENTIFICATION:** ENTRE 112
- II. COURSE TITLE:** Building an Entrepreneurial Team
- III. UNITS: 3**
 - Lecture Hours: Normal: 54 Range: 48-54
 - Outside-of-Class Hours: Normal: 108 Range: 96-108
- IV. GRADING:**
 - A. Letter Grade (Credit)
 - B. Pass/No Pass (Non-Credit)
- V. NUMBER OF TIMES COURSE MAY BE TAKEN:**
 - A. Once (Credit)
 - B. Unlimited (Non-credit)
- VI. REQUIRED AND/OR RECOMMENDED BACKGROUND:**
 - Prerequisite(s): None
 - Corequisite(s): None
 - Advisory: None
 - Advisory - Concurrent Enrollment: None
 - Advisory - Prior Enrollment: None
- VII. CATALOG DESCRIPTION:** The composition of the entrepreneurial founding team can be an important indicator of future revenue and project success. This course will provide students with critical insights into the often overlooked basics of founding-team formation. Why are some motivations of the team more profitable than others? This course covers finding the right hires for your team and common mistakes in hiring key players. At the successful completion of this course, students will be better prepared to position their start-up for success by making evidence-based decisions about founding partners, early hires, first managers and distribution of ownership.
- VIII. CONTENT**
 - A. The importance of the founding team
 - 1. Key management
 - 2. Responsibilities
 - B. Strategic resources
 - 1. Advisors
 - 2. Board of Directors

3. Social Networks
4. Professional organizations
5. Internal and external resources

C. Human resource strategies for start-ups

1. Hiring Strategies
2. The role of early hires
3. Full time employees
4. Part time employees
5. Independent contractors
6. Fractional employees

D. Virtual Team Building

1. Micro team
2. Tasks
3. Mid-level team
4. Jobs
5. High-level team
6. Hiring
7. Master the Art of LinkedIn

E. Creating a Comprehensive Hiring Strategy

1. Plan development
2. Identify roles and responsibilities of new hires
 - a) Define roles and expectations
 - b) Job description, tasks and functions, and roles and responsibilities
 - c) skills, capabilities, and capacity
 - d) Education and experience
 - e) Performance management and indicators
 - f) Organizational audit
 - g) Organizational chart
3. Handover
 - a) Definition of Handover
 - b) Defining roles and responsibilities for Handover
 - c) Current Projects
 - d) Detailing
 - e) Coordination and communication
 - f) Documentation
4. Effective interviewing

F. Agreements and Ownership

1. Founder's agreements
2. Transitioning from entrepreneur to manager
3. Distribution of ownership
4. Dilution of ownership

G. California and federal employment laws, regulations and court rulings that apply to your

small business

IX. OBJECTIVES:

- A. Employ evidence-based decision making regarding funding partners
- B. Establish distribution of ownership
- C. Create criteria for new hires
- D. Establish strategic partnerships

X. METHODS OF INSTRUCTION - May include any of the following:

- A. Lecture
- B. Guest speakers
- C. Internet instruction
- D. Collaborative Group Work
- E. Web-based presentations
- F. Outside Research
- G. Small group or directed class discussion
- H. Student-instructor conferences
- I. Study Groups
- J. Audio Visual Presentations
- K. Field Trips

XI. OUT-OF-CLASS ASSIGNMENTS - May include any of the following:

A. Reading:

Students will read course materials pertaining to distribution of ownership among team members and prepare for classroom discussion.

B. Writing:

Students will prepare an employee handbook.

C. Critical Thinking :

Students will prepare a critique of the distribution of ownership concept.

XII. METHODS OF EVALUATION - May include any of the following:

- A. Grading scale specified in the course syllabus
- B. Analytical projects
- C. Application of knowledge/skill
- D. Class presentations
- E. Completion of homework assignments
- F. Creative projects
- G. Demonstrated ability
- H. Essay exams
- I. Essays
- J. Group projects

- K. Journals
- L. Notebooks
- M. Oral reports
- N. Participation in classroom discussion
- O. Portfolios
- P. Problem Sets
- Q. Research papers
- R. Research projects
- S. Simulations
- T. Written essays

XIII. RECOMMENDED TEXTS AND SUPPORTING REFERENCES

CA Chamber of Commerce. 2019 HR Quick Guide – Small Business Edition.

Levy, Tim. The Entrepreneurial Handbook. 2014

Christian Harpelund. Onboarding: Getting New Hires Off to a Flying Start Hardcover. 2019

Stan Dublin. How to Hire The Right People. 2015

XIV. TEXTS AND SUPPORTING REFERENCES:

Reis, Eric. The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses. Currency, 2011.

Paul Falcone. 96 Great Interview Questions to Ask Before You Hire. 2018