

WOMEN IN ENTREPRENEURSHIP

ENTR 4397 / ENTR 7397 | mondays. 6pm - 9pm. | UCBB, rm. 524

instructor | kelly mccormick | kelly@redlabs.uh.edu | office hours by appointment

SCHEDULE

phase one: what do you want?

august 21. introduction to the course [supporting women entrepreneurs + why this matters]
august 28. cancelled class due to weather
september 11. design your life workshop

phase two: test idea viability

september 18. initial idea presentation + lead mentor introductions
september 25. create for your customers [design thinking applied to business, prototyping]
october 2. making money [market evaluation, value yourself / your business]
october 9. strategies to gain traction with customers + leveraging technology: website basics, marketing analytics

phase three: she's got skills

october 16. panel of women entrepreneurs [how they moved forward with ideas]
october 23. communicate with confidence
october 30. financial + legal basics
november 6. branding: your business + leveraging your personal brand and network

phase four: moving forward

november 13. leadership + understanding and managing the stresses of leadership
november 20. final presentation

GRADES

attendance/participation. 12 points.

initial + final idea presentations. 20 points. 8 points, 12 points, respectively.

goals on trello + check in w/ lead mentor. 10 points.

team meeting w/ instructor. 15 points. 3 required, 5 points each.

informational interviews. 15 points. 3 required, 5 points each.

networking events. 8 points. 4 required, 2 points each.

story of an inspiring woman. 4 points.

report on women in entrepreneurship book. 8 points.

reflection paper. 8 points.

POLICIES

academic dishonesty. the UH academic honesty policy included in your student handbook is strictly enforced. no violations of this policy will be tolerated.

late assignments. if you complete an assignment after the time it is due, but on the day it is due - you will lose 1 point of credit. each day after that another point (1) will be lost.

accommodations for students with disabilities. let me know as soon as possible if you require accommodations. i'll do my best to help.