

## BUSINESS 440: Entrepreneurship

Experience: Job shadow an entrepreneur and make a documentary about him/her.

Reflection Assignments:

- At the beginning of the process:
  - What do you expect to learn from making a documentary of a local entrepreneur?
  - What are you most worried about?
  - What are you most excited about?
- Week 2:
  - How did you choose an entrepreneur for your documentary?
  - What has surprised or interested you from your initial conversation with the entrepreneur?
- Week 4:
  - What are you discovering about entrepreneurship by following the entrepreneur?
  - What is more interesting than you expected?
  - What is less interesting than you expected?
- After the film festival:
  - What have you learned from making a documentary on a local entrepreneur?
  - What did you learn from watching your colleagues' documentaries?
  - How has this experience enriched your understanding of entrepreneurship and yourself?

Experience: Weekly entrepreneur journals.

Reflection Assignment:

To assess your progress – and help guide you – you will be required to make weekly entries in an entrepreneurial journal to report on your entrepreneurial journey. Specifically:

- What you've learned
- What results you're achieving
- What issues you're facing
- What your next steps are

Experience: Business plan.

Reflection Assignment:

- What do you know now that you didn't know before?
- What are at least two strengths that you will rely on in a future venture?
  - For each strength, what type of venture would this be particularly helpful for?
- What are two weaknesses that you would like to improve?
  - Make a quick list of 2 or 3 ways you might work on each of the weaknesses.
- For each team member, jot down something you appreciate about him/her.

Experience: Business Blitz – a 3-week startup team activity.

Reflection Assignment:

The Business Blitz is experiential learning. Research shows that students learn better from experiential learning than they do from traditional classroom learning *if* the students reflect on and process their experience. While true reflection cannot be forced or know to anyone but the student, reflection can be encouraged. Take some time on the days after the blitz – and through the term – to reflect and learn from this experience.

The reflection is an individual assignment. Page lengths will vary; you may use 2 single-spaced pages as a guideline. Here are some questions to get you started reflecting. Feel free to address one or several of these questions, or to let them spur other reflection. Please do not answer them in Q&A style.

- What did you learn from the Business Blitz that you will apply to future entrepreneurial ventures?
- What did you learn from the Business Blitz that can be applied to other parts of your life?
- How did the Business Blitz experience help you grow?
- What did you find most frustrating/rewarding about the Business Blitz and what does this teach you about yourself? Entrepreneurship?
- What did your team members teach you? About yourself? About working with others? About your career ambitions? About how you will approach the business plan experience?
- How did you feel about reporting earnings each week? Did that help motivate you or did you find it frustrating or irrelevant?
- What did you learn from your customers? Suppliers? Were there challenges that you did not expect? What did you learn from them?
- How did this experience change your opinion of entrepreneurship/entrepreneurs?

As you should realize, you cannot possibly address all these questions. Choose one or a few or something of your own. The reflections need to demonstrate that you processed your experience.