UNIVERSITY OF DELAWARE
HORN ENTREPRENEURSHIP

EntreX Lab™
Companion Enrollment

ENTR167: Entrepreneurship Experience II
Academic Year 2024 – 2025

University of Delaware Instructors:

Dan Freeman, Ph.D.
Founding Director, Horn Entrepreneurship

Felicia Harrington, M.A.
Assistant Director, Youth Programs - Horn Entrepreneurship

Course Description

Entrepreneurship Experience II builds on the foundation of entrepreneurship-related knowledge, skills and experiences you've gained by completing the Entrepreneurship Experience I curriculum. The purpose of this companion enrollment course is to reinforce and enhance prior learning, especially with respect to your oral presentation and persuasive communication skills as well as your fluency with basic terms and concepts germane to innovation and entrepreneurship.

Learning Outcomes

EntreX II will help you to:

1. Continue your development of the mindsets and means needed to turn problems into opportunities for creating value from new ideas.
2. Advance your fluency with basic terms and concepts germane to innovation and entrepreneurship.
3. Gain additional first-hand experiences to refine your storytelling and persuasive communication skills.

Readings & Course Website

All required readings, videos and other course materials are provided in electronic format on the course website. Directions for accessing the site, which utilizes Instructure's "Free for Teachers" Canvas learning management system, will be shared with you via email after you successfully register for the course.

Required Deliverables

All deliverables listed herein are mandatory requirements to earn University of Delaware credit for the course.

Critical Reflections. You will be required to view and thoughtfully consider a set of new venture pitches, including winning pitches from prior years of the Diamond Challenge for High School Entrepreneurs. You will then be required to prepare and submit critical reflections addressing the specific strengths, weaknesses, and opportunities for improvement you noted while observing two of the pitches.

Business or social venture video pitch. You will be asked to prepare a team video pitch of up to 5-minutes in length for a business or social venture of your own conception. Pitches should be suitable for an EntreX pitch event competition or the [Diamond Challenge for High School Entrepreneurs](). In addition to the team video pitch, you will also be asked to submit an individual self-critique of your pitch as part of this deliverable. All team members will receive the same grade for the video pitch, regardless of each member's contributions, so please choose your teammates carefully. Self-critiques will be graded individually.

Comprehensive Final Exam. To assess your retention and comprehension of basic terms and concepts from entrepreneurship, a timed, open book, open note individual exam will be administered via the course website in Canvas. The quiz will cover content from Modules 1-3 in the Entrepreneurship Experience I course as well as new content from this companion enrollment course. Prior course content, practice questions, and summary review information are provided to aid in preparation for this 30-question multiple choice exam.

Entrepreneurship intentions. To wrap up the course you will be asked to reflect on the value of what you've learned and briefly state your intentions with respect to pursuing additional entrepreneurship education opportunities beyond high school.

Grading

Weightings for the course deliverables are shown in the table below. In general, each 1% of your final course grade will be associated with 1 possible point.

Deliverable	Total % of grade
Critical Reflections (Two @ 10% each)	20%

Video Pitch
    Pitch (35%)
    Self-critique (10%)
	45%

Comprehensive Exam	25%
Entrepreneurship Intentions	10%

Your final companion enrollment course grade will be determined by the cumulative percentage you earn on course deliverables. The following grading scale will be utilized:

Cumulative %	Final Grade		Cumulative %	Final Grade
93-100%	A		73-76%	C
90-92%	A-		70-72%	C-
87-89%	B+		67-69%	D+
83-86%	B		63-66%	D
80-82%	B-		60-62%	D-
77-79%	C+		below 60%	F

PLEASE NOTE: Grading will be completed by one of the primary instructors or a trained teaching assistant. The instructors reserve the right to award grades higher than those determined by this scale, but will not lower grades for any reason, excepting instances of academic dishonesty. Any "curving" of grades will occur only after the completion of all course deliverables.

Course Policies

Communication with the instructors. Questions and comments about readings, videos and deliverables should be discussed in class and/or emailed to entrexlab@udel.edu. Please be sure to include "EntreX II" in the subject line of your message to ensure a timely response.

Announcements/modifications. All program announcements/modifications will be sent through Canvas's messaging or announcement tools. The messaging tool will utilize the email address associated with your Canvas account. You are responsible for checking your email regularly and ensuring that you are receiving messages from the instructor. All such correspondence will include "EntreX II" in the subject line.

Late assignments. As this program is meant to provide college and career preparation, all posted due dates shall be considered firm deadlines. In the absence of an appropriate explanation or the issuance of a general extension by the primary instructors, late work will be penalized at a pro-ratable rate of 25% of points possible per calendar day.

Assignment resubmission and extra credit. When evaluating student performance, the primary objective for educators is to be fair to all students. As the EntreX Lab Program™ is meant to begin to prepare you for college and professional environments where you typically get just one shot to impress, no opportunities for resubmission to earn a higher grade will be offered. In addition, since extra credit opportunities cannot be feasibly offered to all students at the end of the program, none will be offered. ***Therefore, please make sure that all work you complete and submit for the course is your very best.***

Individual and team submissions. Unless otherwise explicitly noted, all required deliverables are to be completed individually without directed assistance from your classmates. For the team presentation, each team member must submit the same presentation in Canvas, which should include the names of all team members on the title slide. This will ensure proper crediting and the receipt of identical grades for all team members. Remember, it is up to you to choose your team members wisely and work to ensure that all members make meaningful contributions. In extreme cases (for example, a team member literally did nothing and did not even appear in the video), you are invited to contact the primary instructors to discuss concerns about the contributions of specific team members. The primary instructors shall have the right to make well-justified modifications to individual grades in such cases.

Academic integrity. All students must be honest and forthright in their academic studies. To steal the words or ideas of another, to cheat on an assignment, or to allow or assist another to commit these acts corrupts the educational process. Students may seek guidance, feedback or general advice from others, but except for the team presentation, each individual student is expected to do their own work. This includes completion of the comprehensive exam. Any violation of this standard will result in immediate removal from the EntreX Lab Program and loss of the opportunity to earn University of Delaware credits.

Artificial intelligence. Generative artificial intelligence tools (for example, ChatGPT, Claude, Gemini, Decktopus) may be utilized to assist your team in generating compelling presentation content, but **any such usage MUST BE CLEARLY ACKNOWLEDGED ON YOUR TITLE SLIDE**. For example, the statement "This presentation benefitted from the use of [Fill in name(s) of the AI tools used]" can be included at the bottom of the title slide. The use of AI tools will not directly affect your grade; however, use of such tools without acknowledgement will be considered a violation of academic integrity (see policy above). **Generative AI may *<u>NOT</u>* be used in completing other course deliverables**, as they focus on your original thoughts/reflections and your retention/fluency with key terms and concepts, respectively. Using AI for these purposes would detract from the achievement of learning outcomes.

High school instructor access to course grades and feedback. Your high school teacher for EntreX shall have access to the EntreX II curriculum only, meaning that they will only have access to your grades and feedback from this course if you choose to share it with them.

Program Content & Sequencing

Barring unforeseen circumstances, the EntreX II will adhere to the following topical sequencing. A timeline with required readings, videos, deliverable specifications and due dates is provided on the course website in Canvas.

Module 0: WELCOME TO ENTREX II

Module 0 provides a brief overview of the EntreX II course, including an introduction to learning outcomes, deliverables and course policies.

Module 1: ADVANCED PRESENTATION SKILLS

Module 1 addresses key elements of persuasive communication and advanced presentation skills, including storytelling and the art of performance.

Module 2: PITCH DECK BEST PRACTICES

Module 2 introduces pitch deck best practices, including recommendations for both content and design. This module also reviews many key terms and concepts pertinent to developing effective content for inclusion in new venture pitches.

Module 3: MINI CASE STUDIES

Module 3 examines several examples of new venture pitches as mini case studies for learning advanced presentation skills and pitch deck best practices.

Module 4: COURSE WRAP UP

Module 4 summarizes and reviews key terms and concepts covered in the course, concluding with a comprehensive (open book) exam.