

# Summer 2023

## Books an Entrepreneur Should Read

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### Class info

ENTR 4397 / 7397

Asynchronous online class

**Instructor:** Kelly McCormick

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**Office hours:** Office hours are on Tuesday from 11am - 2pm. Sign up for office hours with me [here](#) \*\*If these office hour times don't work for you, just shoot me an email and we'll set up another time.

### Course Content & Assignments

Throughout this course you will read four books – all focused on different areas of entrepreneurship. Three will be assigned and one you can choose. You can watch a video here explaining more. The three areas and the books assigned for those areas as well as the corresponding assignments can be found below. Turn these in on Blackboard by the due dates listed below.

First: Coming up with an idea → [Creativity Rules: Get Ideas Out of Your Head and Into the World](#) by Tina Seelig

Assignment:

- Complete the following activities and turn in on Blackboard:
  - Chapter 1, Activity 3
  - Chapter 3, Activity 1
  - Chapter 6, Activity 2

Due Date: Week of 06/12 - 06/16

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Second: Testing an idea → [The Right It: Why So Many Ideas Fail and How to Make Yours Succeed](#) by Alberto Savoia

Assignment:

- Pick two idea (at least one has to be your own idea, the other can come from this list or both can be your idea) and write out two pretotype plans
- A pretotype plan includes: a MEH, XYZ hypothesis, pretotype concept, hypozoomed customer, and skin in the game collected.
- Explain for each why this would be a good way to test the market

Due Date: Week of 06/19 - 06/23

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Third: Selling an idea → [Traction: How Any Startup Can Achieve Explosive Customer Growth](#) by Gabriel Weiberg and Justin Mares

Assignment:

- Pick two ideas (at least one has to be your own idea, the other can come from this list or both can be your idea) and come up with a way you could market the idea for all 20 traction channels (it doesn't have to be realistic, just come up with something!)
- For one of the ideas, describe how you would execute the bullseye method to test the traction channels.

Due Date: Week of 06/26 - 06/30

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Fourth → Executing an idea

There are a million great books out there on this topic because it basically boils down to discipline in goal setting and execution. Choose a book from this list – or if you have an idea for another one, feel free to submit here to have that book on the list.

Assignment:

- Create a video review of this book – be creative!

Due Date: Week of 07/03 - 07/07

## Grades

Each project is worth 25% of your grade.