**ENGR 1020**  
**Essentials of Entrepreneurism – 2 credits**  
Spring 2011

*Held in conjunction with JGSM NBA 6860 – Startup Learning Series – 1 credit*

**Contacts:**  
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**Class:**  
Wednesdays 7-9pm as noted, B1 Sage Hall

**Description:**  
The Start-up Learning Series is an introduction of core concepts encountered in entrepreneurial businesses. The lecture series is designed to brief students on issues related to working in start-up/entrepreneurial environments and assist in fostering a like mindset. The course consists of lectures, guest speakers and a short written paper and should help students evaluate the opportunity to engage in more in depth entrepreneurial coursework. By the end of the course, students will be able to discuss topics and issues related to beginning and running start-up companies.

**Completion:**  
Kessler Fellows are expected to attend and participate in all classes. Absences must be approved by Tracey Brant. One credit will be earned for required attendance and a short paper due at the end of the semester if you choose to register for JGSM NBA 6860.

<table>
<thead>
<tr>
<th>Date</th>
<th>Lecture Topic</th>
<th>Location</th>
<th>Teacher(s)</th>
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<tr>
<td>1/26/11</td>
<td><strong>Kessler Fellows Program Introduction</strong></td>
<td>Carpenter 240</td>
<td>Tracey Brant</td>
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<td>7-9pm</td>
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| 2/02/11 | Customer Development (Product/Market/Customer/Fit) Part 1 | 7-8:30pm Start-up Learning Series | Bill Trenchard  
|         |                                                   | 8:30-9pm Kessler Fellows | Micah Rosenbloom |
| 2/9/11  | Customer Development (Product/Market/Customer/Fit) Part 2 | 7-8:30pm Start-up Learning Series | Bill Trenchard  
|         |                                                   | 8:30-9pm Kessler Fellows | Micah Rosenbloom |
| 2/16/11 | One Week of Running a Business - The Boring, the Ugly, the Exciting, the Stressful | 7-8:30pm Start-up Learning Series | Greg Galvin  
|         |                                                   | 8:30-9pm Kessler Fellows |                     |
| 2/23/11 | **Kessler Fellows Program Dinner**                 | Statler Hotel – 2010 and 2011 Kessler Fellows | 10/11 Fellows  
|         |                                                   |                     | Staff / Administration |
| 3/02/11 | Core IP (Patents, Trademarks and Copyrights)       | tbd       |                     |
| 3/9/11  | Founder Relationships / Building a Board of Directors | 7-8:30pm Start-up Learning Series | Zach Shulman  
|         |                                                   | 8:30-9pm Kessler Fellows | Steve Gal |
| 3/16/11 | Business Relationships 101                        | tbd       | Saurin Pandya |
|         |                                                   | 7-8:30pm Start-up Learning Series |                     
|         |                                                   | 8:30-9pm Kessler Fellows |                     |
| 3/23/11 | Spring Break – no class                           | tbd       |                     |
3/30/11  The Actual Building of a Business from Idea to Revenue
7-8:30pm Start-up Learning Series
8:30-9pm Kessler Fellows
Summer Rayne Oakes

4/6/11  Priority Management
7-8:30pm Start-up Learning Series
8:30-9pm Kessler Fellows
Jacie Stivers

4/13/11  Financing Your Business
7-8:30pm Start-up Learning Series
8:30-9pm Kessler Fellows
Zach Schildhorn

4/20/11  Small Things that Cause Big Headaches
7-8:30pm Start-up Learning Series
8:30-9pm Kessler Fellows
Zach Shulman

4/27/11  Kessler Fellows Program Class
Carpenter 240 – for Kessler Fellows Only
7-9pm
Tracey Brant

5/4/2011  Kessler Fellows Program Class
Carpenter 240 – for Kessler Fellows Only
7-9pm
Tracey Brant

Other Dates of Note:

4/14/11 – 4/15/11  E-Celebrations
4/14/11  E-Celebration Keynote Dinner
4/15/11  E-Celebration 2010 Kessler Fellows Panel (11:15 – 12:30)

Guest Speaker Bios:

Steve Gal  http://vivo.cornell.edu/individual/vivo/individual19394
Summer Rayne Oaks  http://www.summerrayne.net/
Micah Rosenbloom  http://foundercollective.com/people/Micah-Rosenbloom
Zach Schildhorn  http://www.luxcapital.com/team_schildhorn.php
Zach Shulman  http://www.johnson.cornell.edu/Faculty-And-Research/Profile.aspx?id=zjs2
Jacie Stivers  Cornell Entrepreneur-in-residence, 2010-2011
Commercial Investment Real Estate, Inc., founded by Jacie Stivers, CCIM, was established in 1983 in Melbourne, Florida. Mrs. Stivers, Broker and Owners launched her real estate career in 1979 after a successful career in international gymnastics. Mrs. Stivers has demonstrated excellent skills in site acquisition, real estate development and investment counseling and earned the coveted CCIM designation in 1985 as one of only 400 women in the United States to have achieved that standard. Mrs. Stivers has served on numerous civic, professional, and charitable boards.

Bill Trenchard  http://foundercollective.com/people/Bill-Trenchard

Check Out the Entrepreneurial Experts!
http://www.eclips.cornell.edu/entrepreneurs.do