



Pragmatic Entrepreneurship Immersive Labs - Syllabus

Labs meet in person on Wednesdays from 8:00 – 10:00 in Carmel, IN. Exact lab and excursion dates will be announced.

SYLLABUS LEGEND

- **CONTENT** – chapters topics from the Pragmatic Entrepreneurship curriculum
- **READING** – select books to be read and discussed during the labs
- **ACTIVITY** – key cohort member activities
- **EXCURSION** – visits to intriguing, innovative, and pragmatic businesses

SYLLABUS

COURSE INTRODUCTION

- **READING:** *Who Moved My Cheese*, Johnson
- **CONTENT:** Introduction to Pragmatic Entrepreneurship
- **CONTENT:** The Innate Impact of Immersive Labs

DEVELOPING THE ENTREPRENEURIAL MINDSET

- **CONTENT:** Thinking Like an Entrepreneur
- **ACTIVITY:** Identifying an Idea Worthy of Pursuit
- **CONTENT:** Applying Empathy, Innovation & Ideation
- **CONTENT:** Business Basics
- **READING:** *Good to Great* – Jim Collins
- **CONTENT:** How to Find Opportunities
- **CONTENT:** Entrepreneurial Applications of AI, AI Prompt Design
- **EXCURSION:** Regional excursion, theme – finding opportunities
- **CONTENT:** Importance of Community
- **CONTENT:** The Entrepreneurial Commitment
- **CONTENT:** *Good to Great* Review

ATTACKING WICKED PROBLEMS USING DESIGN THINKING

- **READING:** (suggested) *The Design Thinking Playbook*, Lewrick, Link, Leifer
- **CONTENT:** Essential Innovation Skills
- **READING:** *Atomic Habits*, Clear
- **CONTENT:** Empathy Gathering
- **CONTENT:** Problem Definition
- **CONTENT:** Innovation and Ideation
- **CONTENT:** Creating an MVP & Business Model Canvas



- **CONTENT:** Test & Measure

DEVELOPING STORYTELLING, AND PRESENTATION SKILLS

- **READING:** *Building a Story Brand* – Miller
- **CONTENT:** Writing Using the The Hero's Journey Story Model
- **CONTENT:** Developing and Perfecting Presentation Skills
- **EXCURSION:** Regional excursion, theme: the art of storytelling
- **READING:** (suggested) *Strategic Storytelling: How to Create Persuasive Business Presentations*, McKinsey

FINANCIAL MODELING

- **CONTENT:** Introduction to Financial Modeling
- **CONTENT:** Understanding Cost of Goods Sold
- **CONTENT:** Decision-Making Using Financial Statements
- **CONTENT:** Financial Visualization
- **CONTENT:** Creating and Managing Budgets
- **CONTENT:** Creating and Applying Financial Statements

INTELLECTUAL PROPERTY & CONTRACTS

- **CONTENT:** Negotiating Contracts
- **CONTENT:** Defining and Protecting Intellectual Property
- **EXCURSION:** (tentative) National/international, theme: teaching/sharing entrepreneurial skills and mindsets in developing nations

EXECUTION BASICS

- **CONTENT:** Introduction to Marketing Best Practices
- **CONTENT:** Prospecting, Selling, and Serving
- **CONTENT:** Building Culture
- **CONTENT:** Exit Strategies

PITCH IDEA WORTHY OF PURSUIT

- **ACTIVITY:** Idea Worthy of Pursuit Presentations