



# DOEE Getters Academy

## Venture Basics 101

### Syllabus

[www.doegetters.info](http://www.doegetters.info)

---

Department: Entrepreneurship and Business Management  
Field of Study: Opportunity Recognition in Entrepreneurship  
Catalog Title: DVB\_101\_Sec\_001  
Title: DOEE Getters Venture Basics 101

Course Reference #: 100  
Section #: 001  
Course Type: Certification Preparation

Semester: Fall Semester  
Duration: 13 weeks

**Assignment Flow:**

Assignments are expected to be turned in every Sunday by 12 pm by students.

**Goal Statement:**

This course was designed for beginner to intermediary entrepreneurs who desire funding from banks, venture capitalist, and grant giving foundations. The goal is to provide opportunities of growth in entrepreneurship by exploring the vital components necessary for starting a service or product based company.

The Online Course is located at <http://www.doegetters.info>  
The welcome center for the DOEE Getters Academy is located at <http://www.doe.org>

Surveys fro the DOEE Getters Academy are located at <http://surveys.doegetters.info>

Timothy E. Bard, Instructor, CLO  
Office hours: by appointment only  
Email: [timbard@doegetters.info](mailto:timbard@doegetters.info)



# DOEE Getters Academy

## Venture Basics 101

### Syllabus

[www.doegetters.info](http://www.doegetters.info)

---

#### Rules and Regulations for Course Participation

1. Learners will participate in the class, workshop, or seminar offered by the DOEE Getters Academy with honor, integrity and respect of human rights of self and others.
2. Learners are expected to read the course syllabus or workshop guidelines and ask questions regarding their dislikes or make recommendations to improve the performance of the course.
3. Learners are expected to use the electronic and other communication tools or media only for the purpose prescribed by DOEE Getters Academy management and administration.
4. Learners are prohibited from using the forum or chat rooms and other DOEE Getters Academy communication and messaging tools to pursue personal relationships of a romantic nature. Nor shall learners solicit for non-academic correspondence or interaction with the DOEE Getters Academy communication tools.
5. Learners are prohibited from using any and all communication and messaging tools from spreading rumors about classmates, faculty, or staff.
6. Learners must maintain a passing grade of 75% accuracy to remain in the program for its entire duration.
7. All assignments must be accounted for (turned in). No student is allowed to remain in the program owing weeks worth of assignments. Maximum lateness that is allowed on one week of assignments is 48 hrs from the Sunday due date of that week (Tues afternoon of the upcoming week).
8. Profanity, expletives, degradation of character, malicious speech, and threats are prohibited when using the DOEE Getters Academy server resources, and community communication and collaboration tools.
9. With permission a student can work a head of the group or class but if granted this privilege the student does not and can not gain extra credit or a special grading incentive.



# DOEE Getters Academy

## Venture Basics 101

### Syllabus

[www.doegetters.info](http://www.doegetters.info)

10. Students with grievances must file in writing their complaint or grievance with the administration and management before seeking outside sources.
11. All students are prohibited from sharing an account. Also no student is allowed to allow someone else to participate in their place in forums, chat rooms or other community communication tools.
12. All forms of plagiarism are prohibited.

Any student who violates these rules will be immediately removed from the course and possibly banned from the DOEE Getters Academy course.

#### Grading Scale:

Each week requires the follow assignments to be completed with 75% accuracy. In the case of forum and journal assignments, the course instructor will determine the participation grade.

Course Content Area	Value
Interactive Module	25%
Forum Participation	
Game	10%
Video	10%
Article	10%
Business Links	10%
Weekly Quiz	35%
	<b>Totals: 100%</b>

Warning: Journal and Forum participation is mandatory.

#### Competencies and Objectives

##### I. Conceptual Understanding

- A. Define needs of an entrepreneur.
- B. Discuss key concepts regarding the proper development strategies in entrepreneurship.



# DOEE Getters Academy

## Venture Basics 101

### Syllabus

www.doegetters.info

- C. Integrate best known practices in the development of plans, reports, and assessments so as to create a competitive advantage.

#### 2. Practical Application

- A. Create a realistic business plan which can assist in the acquisition of funding from bankers, venture capitalist, and grant giving foundations.

### Weekly Course Agenda

Week # 1	Objectives	Content	Deliverables
Dec.7, 2008 to Dec.13, 2008	<p>Learners will be able to do the following:</p> <ol style="list-style-type: none"> <li>1. Recognize the benefits of Business Ownership.</li> <li>2. Identify the sources of stress for entrepreneurs.</li> <li>3. Differentiate the four major risk areas for entrepreneurs.</li> <li>4. Formulate strategies to cope with stressors.</li> </ol>	<p>Chapter Content:</p> <p><b>Foundation:</b> What is an Entrepreneur?</p> <p><b>Facts:</b> Small Business Administration (SBA) on the state of U.S. Small Businesses.</p> <p><b>Focus:</b> How the Brain of an Entrepreneur Works.</p> <p><b>Factors:</b> Things that Create Stress for Entrepreneurs</p> <p><b>Fundamentals:</b> Coping With Stressors</p> <p><b>Foot Steps:</b> Five Steps to Coping with Stress.</p>	<p>Forum Responses for the following:</p> <p>Chapter One:</p> <ul style="list-style-type: none"> <li>• Game Link</li> <li>• Video Links</li> <li>• Article Link</li> <li>• Business Resource Link</li> </ul> <p>Reports: Brain Hemisphere test results</p> <p><b>Chapter Quiz</b></p>

Reports are Mailed to the instructor. Forum and journal responses are inputted to the DOEE Getter Academy Forum and Journal tools located in online class tools area. Any question concerning this matter should be directed to your instructor or course mentor.



# DOEE Getters Academy

## Venture Basics 101

### Syllabus

www.doegetters.info

Week # 2	Objectives	Content	Deliverables
<p>Dec.14, 2008 to Dec. 20, 2008</p>	<p>Learners will be able to do the following:</p> <ol style="list-style-type: none"> <li>1. Explain what the characteristics of successful product and service ideas.</li> <li>2. Define key reasons to business failure.</li> <li>3. Apply the 10 steps to performing gap analysis</li> <li>4. Asses what are the external sources for entrepreneurship products.</li> <li>5. Identify SBA winners and SBA loser in entrepreneurship.</li> </ol>	<p>Chapter Content:</p> <p><b>Foundation:</b> Developing your Service or Business Product Idea.</p> <p><b>Facts:</b> Understanding Growth from a Business Point of View (speaking of gazelles)</p> <p><b>Focus:</b> Characteristics of Successful Product and Service ideas.</p> <p><b>Fundamentals:</b> An Overview of Sources for Business Idea Development</p> <p><b>Foot Steps:</b> Ten Steps to Gap Analysis</p> <p><b>Framework:</b> SBA Winners and Losers (proven success and failure categories)</p>	<p>Forum Responses for the following:</p> <p>Chapter Two:</p> <ul style="list-style-type: none"> <li>• Game Link</li> <li>• Video Links</li> <li>• Article Link</li> <li>• Business Resource Link</li> </ul> <p>Reports: Gap Analysis For a product or service for people complaining of tired feet. <b>Or</b> if the learner has his or her own scenario criteria then they should complete a gap analysis based on that criteria.</p> <p><b>Chapter Quiz</b></p>



# DOEE Getters Academy

## Venture Basics 101

### Syllabus

www.doegetters.info

Week # 3	Objectives	Content	Deliverables
Jan. 4, 2009 to Jan.10, 2009	<p>Learners will be able to do the following:</p> <ol style="list-style-type: none"> <li>1. Learn to harness the power of the left and right brain hemispheres.</li> <li>2. Understand the concept of opportunity recognition.</li> <li>3. Chose a SIC code.</li> <li>4. Understand the basics of innovation</li> </ol>	<p>Chapter Content:</p> <p><b>Foundation:</b> What it means to evaluate a Product or Service Idea.</p> <p><b>Facts:</b> Detecting a Window of Opportunity.</p> <p><b>Focus:</b> Five Questions required before seeking Patents and Investors.</p> <p><b>Fundamentals:</b> Becoming Excellent at evaluating your Product Idea or Service.</p> <p><b>Foot Steps:</b> Eight Steps to executing Opportunity Recognition.</p> <p><b>Framework:</b> Aspects of the Five Types of Innovation</p>	<p>Forum Responses for the following:</p> <p>Chapter Three:</p> <ul style="list-style-type: none"> <li>• Game Link</li> <li>• Video Links</li> <li>• Article Link</li> <li>• Business Resource Link</li> </ul> <p>Reports: #1 Complete an opportunity window based on results of the gap analysis from the previous chapter. Or create a opportunity window report based on a new idea.</p> <p>Report: #2 Write out a basic report about an idea you wish to patent. Draw a basic schematic or drawing of the idea. Upload or send the drawing and report to the instructor.</p> <p><b>Chapter Quiz</b></p>



# DOEE Getters Academy

## Venture Basics 101

### Syllabus

www.doegetters.info

Week # 4	Objectives	Content	Deliverables
<p>Jan. 11, 2009 to Jan. 17, 2009</p>	<p>Learners will be able to do the following:</p> <ol style="list-style-type: none"> <li>1. List the 5 areas of structured entrepreneurial thinking.</li> <li>2. Distinguish the elements of Business Intelligence.</li> <li>3. List knowledge structures that impact business decisions.</li> <li>4. Identify the purposes of market research.</li> <li>5. Illustrate or diagram the use of tools for professional research.</li> </ol>	<p>Chapter Content:</p> <p><b>Foundation:</b> Tuning the Engine that Propels Effective Market Research.</p> <p><b>Facts:</b> Strengthening your Reasoning Engine.</p> <p><b>Focus:</b> Defining the Problem: What does your Business Service or Product solve?</p> <p><b>Fundamentals:</b> Tools of the Trade: Obtaining Relevant Data.</p> <p><b>Foot Steps:</b> Putting Gartner's Five Forces Model to Work.</p> <p><b>Framework:</b> Five Steps to completing Market Research.</p>	<p>Forum Responses for the following:</p> <p>Chapter Four:</p> <ul style="list-style-type: none"> <li>• Game Link</li> <li>• Video Links</li> <li>• Article Link</li> <li>• Business Resource Link</li> </ul> <p>Reports: #1 Marketing Plan based on the idea which the opportunity windows were identified and described.</p> <p><b>Chapter Quiz</b></p>



# DOEE Getters Academy

## Venture Basics 101

### Syllabus

www.doegetters.info

Week # 5	Objectives	Content	Deliverables
Jan. 18, 2009 to Jan. 24, 2009	<p>Learners will be able to do the following:</p> <ol style="list-style-type: none"> <li>1. Identify alertness strategies.</li> <li>2. Define channel associations.</li> <li>3. List the fundamentals of bisociation (social networking) strategies.</li> <li>4. State the fundamentals of the OODA Loop.</li> <li>5. Discuss the barriers of entry into a market.</li> <li>6. Recognize competitive analysis mistakes.</li> </ol>	<p>Chapter Content:</p> <p><b>Foundation:</b> Understanding the Issue of Biz Viability.</p> <p><b>Facts:</b> Dimensions of Business Viability.</p> <p><b>Focus:</b> Elaboration of Business Viability Dimensions.</p> <p><b>Fundamentals:</b> Working with a Viability Evaluation Template.</p> <p><b>Foot Steps:</b> Completing the Dimension of Business Viability Weighting Process.</p> <p><b>Framework:</b> Three Tools to Reinforce Alertness to Opportunity</p>	<p>Forum Responses for the following:</p> <p>Chapter Five:</p> <ul style="list-style-type: none"> <li>• Game Link</li> <li>• Video Links</li> <li>• Article Link</li> <li>• Business Resource Link</li> </ul> <p>Reports: #1            Perform a SWOT on your business service or product idea.</p> <p><b>Chapter Quiz</b></p>



# DOEE Getters Academy

## Venture Basics 101

### Syllabus

www.doegetters.info

Week # 6	Objectives	Content	Deliverables
Jan. 25, 2009 to Jan. 31, 2009	<p>Learners will be able to do the following:</p> <ol style="list-style-type: none"> <li>1. Memorize the 6 elements of a business concept statement (BCS).</li> <li>2. Understand the purpose of a BCS.</li> <li>3. Develop an elevator pitch.</li> <li>4. Find a mentor.</li> <li>5. Learn to synthesize the responses of a mentor</li> </ol>	<p>Chapter Content:</p> <p><b>Foundation:</b> Preparing to make the Elevator Pitch.</p> <p><b>Facts:</b> Developing a Rock Solid Business Concept.</p> <p><b>Focus:</b> Perfecting your Pitch.</p> <p><b>Fundamentals:</b> Nine Cs of an Effective Elevator Pitch.</p> <p><b>Foot Steps:</b> Steps to Creating a Great Pitch Presentation.</p> <p><b>Framework:</b> Elements of a Business Concept Statement</p>	<p>Forum Responses for the following:</p> <p>Chapter Six:</p> <ul style="list-style-type: none"> <li>• Game Link</li> <li>• Video Links</li> <li>• Article Link</li> <li>• Business Resource Link</li> </ul> <p>Reports: #1 Develop a Business Concept Statement</p> <p>Reports: #2 Create a elevator Pitch</p> <p><b>Chapter Quiz</b></p>



# DOEE Getters Academy

## Venture Basics 101

### Syllabus

www.doegetters.info

Week # 7	Objectives	Content	Deliverables
Feb. 1, 2009 to Feb. 7, 2009	<p>Learners will be able to do the following:</p> <ol style="list-style-type: none"> <li>1. Discuss the dynamics of the three major business structures.</li> <li>2. Identify types of business strategies.</li> <li>3. Understand critical elements of strategy assessment.</li> <li>4. Know the six areas of distinctive competence.</li> </ol>	<p>Chapter Content:</p> <p><b>Foundation:</b> Formulating your Enterprise: Erecting the Business Structure.</p> <p><b>Facts:</b> Review of the Three Traditional Business Structures.</p> <p><b>Focus:</b> Building your Operations Support Infrastructure.</p> <p><b>Fundamentals:</b> Four Basic Types of Business Structure.</p> <p><b>Foot Steps:</b> Developing a Strategic Direction</p> <p><b>Framework:</b> Elements of Distinctive Competence</p>	<p>Forum Responses for the following:</p> <p>Chapter Seven:</p> <ul style="list-style-type: none"> <li>• Game Link</li> <li>• Video Links</li> <li>• Article Link</li> <li>• Business Resource Link</li> </ul> <p>Reports: #1            Write a short paper about the business structure that you are choosing and what competitive advantages it provides your service or product company.</p> <p>Reports: #2            Explain how distinctive competence will factor into your business product or service idea.</p> <p><b>Chapter Quiz</b></p>



# DOEE Getters Academy

## Venture Basics 101

### Syllabus

www.doegetters.info

Week # 8	Objectives	Content	Deliverables
Feb.8, 2009 to Feb. 14, 2009	<p>Learners will be able to do the following:</p> <ol style="list-style-type: none"> <li>5. Understand the criteria of a buyout candidate.</li> <li>6. List the imperatives of a buyout.</li> <li>7. Evaluate a candidate match for a buyout.</li> <li>8. Distinguish the differences between various seller groups.</li> <li>9. Recite the ten rules of negotiation.</li> <li>10. Identify types of franchises</li> <li>11. Understand the elements franchisors must disclose.</li> </ol>	<p>Chapter Content:</p> <p><b>Foundation:</b> Understanding the Pillars of Support for Buyouts and Franchises.</p> <p><b>Facts:</b> Realities of Buyouts.</p> <p><b>Focus:</b> Concepts that Support Franchise Acquisition.</p> <p><b>Fundamentals:</b> Selecting a Franchise.</p> <p><b>Foot Steps:</b> Six Steps to Purchasing a Franchise.</p> <p><b>Framework:</b> Ten Rules of Business Negotiations.</p>	<p>Forum Responses for the following:</p> <p>Chapter Eight:</p> <ul style="list-style-type: none"> <li>• Game Link</li> <li>• Video Links</li> <li>• Article Link</li> <li>• Business Resource Link</li> </ul> <p>Reports: #1 Write a synopsis of two companies that offer franchises that you would want to purchase.</p> <p>Reports: #2 What seller groups do you feel best about being able to complete a deal.</p> <p><b>Chapter Quiz</b></p>



# DOEE Getters Academy

## Venture Basics 101

### Syllabus

www.doegetters.info

Week # 9	Objectives	Content	Deliverables
Feb. 15, 2009 to Feb. 21, 2009	<p>Chapter Objectives</p> <p>Learners will be able to do the following:</p> <ol style="list-style-type: none"> <li>1. Memorize the principles of Opportunity Recognition.</li> <li>2. Understand the purpose of a brand.</li> <li>3. Explain the elements of brand recognition.</li> <li>4. Explain the elements of brand equity.</li> <li>5. Write out a description and plan for a brand experience.</li> <li>6. Explore the various facets necessary to create a brand franchise.</li> </ol>	<p>Chapter Content:</p> <p><b>Foundation:</b> Building a Business requires investing in the Power of Branding.</p> <p><b>Facts:</b> Types of Brands.</p> <p><b>Focus:</b> Getting to the Heart of Branding.</p> <p><b>Fundamentals:</b> It's all about the Brand (Business Success).</p> <p><b>Foot Steps:</b> Five Steps to Branding.</p> <p><b>Framework:</b> Explaining the OODA Loop.</p>	<p>Forum Responses for the following:</p> <p>Chapter Nine:</p> <ul style="list-style-type: none"> <li>• Game Link</li> <li>• Video Links</li> <li>• Article Link</li> <li>• Business Resource Link</li> </ul> <p>Reports: #1 Describe the branding characteristics for your service or product.</p> <p><b>Chapter Quiz</b></p>



# DOEE Getters Academy

## Venture Basics 101

### Syllabus

www.doegetters.info

Week # 10	Objectives	Content	Deliverables
Feb. 22, 2009 to Feb. 28, 2009	<p>Learners will be able to do the following:</p> <ol style="list-style-type: none"> <li>1. Understand the various funding resources.</li> <li>2. Learn how to apply for funding opportunities.</li> <li>3. Write presentations and pitches specifically for funding acquisition.</li> <li>4. Explain the elements required to pursue venture capital.</li> <li>5. Blueprint a strategy to building a strong business credit.</li> </ol>	<p>Chapter Content:</p> <p><b>Foundation:</b> Choose your Finance Vehicle Wisely: Debt versus Equity.</p> <p><b>Facts:</b> Debt versus Equity Financing.</p> <p><b>Focus:</b> Zeroing in on whose got the money.</p> <p><b>Fundamentals:</b> Getting the Initial Money to begin Operating.</p> <p><b>Foot Steps:</b> Ten Steps to Securing Capital.</p> <p><b>Framework:</b> Strategies for Satisfying Venture Capitalist.</p>	<p>Forum Responses for the following:</p> <p>Chapter Ten:</p> <ul style="list-style-type: none"> <li>• Game Link</li> <li>• Video Links</li> <li>• Article Link</li> <li>• Business Resource Link</li> </ul> <p>Reports: #1            Join a business credit development group. Report on the process that they recommend you follow.</p> <p>Write a pitch for the necessary funding amount necessary to run your operation for 3 years.</p> <p><b>Chapter Quiz</b></p>



# DOEE Getters Academy

## Venture Basics 101

### Syllabus

www.doegetters.info

Week # 11	Objectives	Content	Deliverables
Mar. 1, 2009 to Mar. 7, 2009	<p>Learners will be able to do the following:</p> <ol style="list-style-type: none"> <li>1. Understand the first steps before writing a business plan.</li> <li>2. Write a list of the essential business plan components.</li> <li>3. Develop a sales plan.</li> <li>4. Develop a production plan.</li> <li>5. Develop a financial plan.</li> </ol>	<p>Chapter Content:</p> <p><b>Foundation:</b> The Entrepreneur's Rite of Passage.</p> <p><b>Facts:</b> Defining your Purpose.</p> <p><b>Focus:</b> Required information of the Major Business Plan Sections.</p> <p><b>Fundamentals:</b> Required Sections of a Business Plan (elaboration of each section).</p> <p><b>Foot Steps:</b> Nine Steps to Business Plan Writing.</p> <p><b>Framework:</b> Opportunity Recognition Identification Framework.</p>	<p>Forum Responses for the following:</p> <p>Chapter Eleven:</p> <ul style="list-style-type: none"> <li>• Game Link</li> <li>• Video Links</li> <li>• Article Link</li> <li>• Business Resource Link</li> </ul> <p>Reports: #1 Write a sales plan for your product or service</p> <p>Reports: #2 Write a competitive analysis for your product or service idea.</p> <p><b>Chapter Quiz</b></p>



# DOEE Getters Academy

## Venture Basics 101

### Syllabus

www.doegetters.info

Week # 12	Objectives	Content	Deliverables
<p>Mar. 8, 2009 to Mar. 14, 2009</p>	<p>Learners will be able to do the following:</p> <ol style="list-style-type: none"> <li>1. Implement a reliable customer service strategy.</li> <li>2. Execute a sound startup operations strategy.</li> <li>3. Conceptualize a solid strategic management plan.</li> <li>4. Conceptualize a strategic thrust work flow.</li> <li>5. File the proper forms</li> <li>6. Understand the dynamics of acquiring licenses and certifications.</li> <li>7. Understand the principles regarding business insurance.</li> <li>8. Build a relationship with a business mentor.</li> </ol>	<p>Chapter Content:</p> <p><b>Foundation:</b> Focus on meeting the Demand of the Three Cs.</p> <p><b>Facts:</b> Minority Business Report: How African American Business Owners Perform.</p> <p><b>Focus:</b> How to Organize a Business Successfully.</p> <p><b>Fundamentals:</b> Dos and Don'ts of Starting a Business.</p> <p><b>Foot Steps:</b> Eight Steps to a Business Identity.</p> <p><b>Framework:</b> Dimensions of Strategic Capability.</p>	<p>Forum Responses for the following:</p> <p>Chapter Twelve:</p> <ul style="list-style-type: none"> <li>• Game Link</li> <li>• Video Links</li> <li>• Article Link</li> <li>• Business Resource Link</li> </ul> <p>Reports: #1 Create a customer service strategy using telecom tools and or CRM Open Source tools.</p> <p>Reports: #2 Write a plan of action that involves you and your mentor.</p> <p><b>Chapter Quiz</b></p>



# DOEE Getters Academy

## Venture Basics 101

### Syllabus

[www.doegetters.info](http://www.doegetters.info)

Week # 13	Objectives	Content	Deliverables
Mar. 15, 2009 to Mar. 21, 2009.	<b>Final Exam</b>	<b>Final Exam</b>	<b>Final Exam</b>

First Graduation Ceremony Scheduled March 25<sup>th</sup>, 2009.

#### **Success Factors**

In order to be successful in this course, plan to do the following:

- Stay current with the readings. This course covers a significant amount of material and you will be able to manage the load especially well if you keep up with all the reading material.
- Ask questions and participate in class discussions. During this course, you will have many opportunities to tie together theory and practical application and that will help anchor your learning.
- Turn your work in on time and complete. Read assignment instructions carefully and comply with all of them. Make sure you have complied with APA standards and use acceptable grammar.



DOEE Getters Academy

# Venture Basics 101

Syllabus

[www.doegetters.info](http://www.doegetters.info)

---

- Use the discussion board for questions you would want other students to answer.
- E-mail the instructor if you have questions about the class, assignments, or course content. Instructors and mentors check their e-mail frequently and generally respond within 12 to 24 hours.
- You may want to download and print PowerPoint slides for each week to use for taking notes.
- Keep the materials and notes you take in this course for preparation for qualifying exams.