

**Course Name**

# Venture Creation in the 21st Century

**Contact Hours: 24****Course Description**

This course looks at the process of new business venture creation in today's global economy. Contributions of creativity, entrepreneurship and innovation will be examined in the process of setting up a venture (both internal and external).

**Outcome**

Direct application of the learning is the desired outcome. Another desired outcome will be networking established among the participants that will continue beyond the course duration, to continue the dialogue of applications. Measurement and successful completion of this course will be based upon completion of weekly assignments and participation in weekly discussion threads and scheduled chat(s).

**Assessment**

Measurement and successful completion of this course will require participants to complete each week's readings, contribute to the discussion threads, write two (2) summary papers, create a venture plan and complete an online survey.

**Required Book(s)**

Textbook will be: "New Venture Creation", Timmons, Jeffrey A., 5th Edition, 1999, McGraw-Hill. New Venture Creation : Entrepreneurship for the 21st Century

**Outline**

1. Read "New Venture Creation" Chapters 1-3. Each participant create an introduction about themselves, and their current or projected future involvement in the venture creation arena and e-mail it to all participants. Contribute to the discussion thread(s) for Week 1.
2. Read "New Venture Creation" Chapters 4-6. Contribute to the discussion thread(s) for Week 2. Begin creation of new venture (real or proposed future) following venture plan process map.
3. Read "New Venture Creation" Chapters 7-9. Create a 3-5 page (double spaced) paper detailing your involvement in the past/present with venture creation, and e-mail it to the course instructor. Contribute to the discussion thread(s) for Week 3.
4. Read "New Venture Creation" Chapters 10-12. Contribute to the discussion thread(s) for Week 4. Submit venture plan in process to course instructor via e-mail for feedback.
5. Read "New Venture Creation" Chapters 13-15. Contribute to the discussion thread(s) for Week 5.
6. Read "New Venture Creation" Chapters 16-18. Create final venture plan and a 3-5 page (double spaced) paper with key learnings and course related applications, submit both to course instructor. Contribute to the discussion thread(s) for Week 6.

**COST: \$209.00****Certification: Clemson University/Chattanooga State College****CEU Credits: 2.4**