

# ENI 8400 – WomenLead in Entrepreneurship and Innovation

## Course Syllabus – Spring 2021

(Draft – Subject to Change)

Instructor: TBD

Class Schedule: TBD

Classroom: TBD

Office Hours: TBD

**Course Description:** WomenLead in Entrepreneurship and Innovation is part of a WomenLead Signature Experience program, providing undergraduate business students access to faculty, research, leadership skills, community partners, networking and strategic career development to encourage young women to strive for top leadership positions across various sectors. The course was developed around three themes: (1) self awareness and self efficacy, (2) critical analysis of economic trends that affect women, and (3) a leadership development component that will demonstrate how personal characteristics, interpersonal influence, commitment, goal setting and power are necessary to be effective in the workplace. The course allows students to learn beyond the classroom and to prepare for success and leadership in business. We are able to do this because of the generosity of many individuals and companies.

**Course Objectives:** The class is intended to encourage and empower young women to strive for top leadership positions across various sectors of the economy. After completing *WomenLead in Entrepreneurship and Innovation*, you should be able to:

- Analyze data, trends, causes and opportunities for women in various roles and ranks in business.
- Develop a significant knowledge of current literature on women in leadership and apply that knowledge to communicate and act more effectively.
- Explore and develop practical skills, tools and solutions by which one can lead effectively.
- Gain more self-understanding through the use of assessment tests (i.e., Hermann Brain Dominance Instrument) and use this to help chart your future.
- Engage in reflection, self-examination, and develop a personal leadership strategy for the future.

Contributing Texts: Nathalie Molina Nino, Leapfrog: The New Revolution for Women Entrepreneurs. <https://tinyurl.com/y5yf75hj> – Provided by the GSU Student Center.

Melinda Gates, The Moment of Lift. <https://www.amazon.com/Moment-Lift-Empowering-Women-Changes/dp/1250313570> - Provided by WomenLead.

WomenLead Journal – provided by WomenLead. This is your private journal to record your reflection on class experiences, discussions and your evolving personal leadership strategy project.

Selected Course Readings and Assignment Details - Because the issues of women and business are highly emergent and occupy a significant and changing place in today’s world, readings may change throughout semester. All assignments will be posted on iCollege.

Class Schedule and Activities:

CLASS	TOPIC AND COURSE CONTENT
Class 1	Course Overview, What is Leader?: Readings/Videos
Class 2	Vision and Values: Guest Speaker, Readings/Videos *Signature Experience*
Class 3	Tell me your Story: Readings/Videos
Class 4	HBDI, Interpretation of your Hermann Brain Dominance Instrument results: Guest Speaker, Readings/Videos *Signature Experience*
Class 5	Legal Framework & Work Culture- Incorporation, IP Protection, Partnership agreements, Raising capital, Contracts, Employment Law: Guest Speaker, Readings/Videos
Class 6	Professional Presence, LinkedIn, Resume, Social Media audit, Portfolium (preview): Readings/Videos
Class 7	Massive Transformative Purpose: Leveraging technology to scale for profit and for impact: Readings/Videos/Podcasts
Class 8	Design Thinking and Innovation with Dr. Monlouis: Guest Speaker, Readings/Videos *Signature Experience*
Class 9	Negotiation and Power Dynamics: Readings/Videos
Class 10	Power Networking: Readings/Videos *Signature Experience*
Class 11	WomenLead the Way Forward: Remembering the 19 <sup>th</sup> Amendment with a Critical Conversation about Voting and Democracy in 2020: Guest Speakers, Readings/Videos *Signature Experience*
Class 12	NCR Corporate Visit: Guest Speaker, Readings/Videos *Signature Experience*v

Class 13	Review Poster Drafts
Class 14	Personal Leadership Strategy Poster Presentations with Alumni and Guests *Signature Experience*
Class 15	Assignments Due

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