

Cultivating the Entrepreneurial Mindset

COURSE DESCRIPTION

What are the key ingredients that drive success in entrepreneurial companies? How do entrepreneurs capitalize on new ideas and bring them to market? In this course, you will gain valuable insight into how technology entrepreneurs start companies and probe the unique mindset that often accompanies a successful venture. Through engaging lectures and hands-on projects, you will discover the best practices of Silicon Valley entrepreneurs and venture capitalists and get to test and implement your own start-up ideas.

LEARN HOW TO

- Transfer technology ideas to market
- Use the fundamentals of resource development, including talent and capital
- Create a business model to successfully sell your idea
- Think like a technology entrepreneur

FACULTY



Tom Byers

Professor, Management Science and Engineering, Stanford School of Engineering

At Stanford University since 1995, Professor Tom Byers focuses on education regarding high-growth entrepreneurship and technology innovation. He is the first holder of the Entrepreneurship Professorship endowed chair of the School of Engineering, and is also a Bass University Fellow in Undergraduate Education. He has been a faculty director since the inception of the Stanford Technology Ventures Program (STVP), which serves as the entrepreneurship center for the engineering school. He is also a principal investigator for the Epicenter, which stimulates entrepreneurship education through a \$10 million grant from the National Science Foundation.

QUESTIONS

Please contact us at 650.741.1630 or stanford-innovation@stanford.edu.

MORE INFORMATION AND REGISTRATION

For more information and to register for courses, please visit us online at create.stanford.edu.



Course Modules

- Entrepreneurial Mindset and Models
- Venture Strategy: From Idea to Opportunity
- Resources: Venture Finance
- Resources: Venture Teams

Course Requirements

To complete the course, students must:

- Watch all course videos
- Complete all exercises
- Pass the final exam
- Submit course evaluation

The final exam consists of 15 multiple choice questions. A score of 86% or higher is required to pass.

Course Materials

All course materials are provided within the course's user interface. These include the course videos, exercise instructions, and other course handouts.

Tuition

Course: \$995 USD
Certificate: \$8,035 USD