WOMEN’S ENTREPRENEURIAL LEADERSHIP
MGT 3303 / 6290
BELL Hall 204

THE DREAM IS FREE.
THE HUSTLE IS SOLD SEPARATELY.
<table>
<thead>
<tr>
<th>COURSE NUMBER:</th>
<th>MGT 3303 / 6290</th>
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<tbody>
<tr>
<td>COURSE TITLE:</td>
<td>Women’s Entrepreneurial Leadership</td>
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<tr>
<td>COURSE DESCRIPTION:</td>
<td>Students experience the world of entrepreneurship through the following major course modules: Venture plan, mentor, leadership skills, and entrepreneurial mindsets and behaviors. Students also learn about and discuss important topics relevant to women in the workforce.</td>
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<tr>
<td>PREREQUISITES:</td>
<td>None</td>
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<tr>
<td>CONTACT HOURS:</td>
<td>Email anytime <a href="mailto:Frey@gwu.edu">Frey@gwu.edu</a></td>
</tr>
<tr>
<td>PROFESSOR:</td>
<td>Kathy Korman Frey</td>
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<tr>
<td>Department of Management</td>
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<tr>
<td>Office: Funger 315, Tuesdays</td>
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<tr>
<td>Office Hours: By appointment (any weekday)</td>
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<tr>
<td>Phone: 202.237.8000</td>
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<tr>
<td>E-mail: <a href="mailto:Frey@gwu.edu">Frey@gwu.edu</a></td>
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<td>CREDIT HOURS:</td>
<td>3 credit undergraduate/grad class. Students will spend 2.5 hours per week in class. Venture plan preparation (the first part of class), and presentation preparation (at end of class) can take 6-10 hours per week. Readings and class preparation for the rest of the semester expected to take 3 to 5 hours per week. Over the course of the semester, students will spend 25 hours in instructional time, approximately 10 hours presenting and listening to other student presentations, and anywhere from 45 to 75 hours preparing for class. Instructional time includes discussions and activities in class.</td>
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<td>LEARNING OBJECTIVES:</td>
<td>1. Be resourceful &amp; create: Develop student’s capacity to think creatively to solve problems, improve the status quo or invent something new.</td>
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<td>2. Research and act: Learn a formal process for evaluating ideas, investigating feasibility, and assessing resources to guide actions.</td>
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<td>3. Get comfortable with the uncomfortable: Build the leadership knowledge and skills necessary to carry out ideas under a variety of conditions.</td>
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<td>4. Network: Understand how to assemble a resource network to support personal and professional success.</td>
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<td>5. #GirlGaze: Understand when/if gender matters and learn to develop and manage mentor relationships.</td>
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READINGS & MATERIALS: Articles and speakers
Those new to entrepreneurship desiring a backgrounder should read Essentials of Entrepreneurship by Zimmerer & Scarborough.

GRADING:
- Venture plan & final presentation (50%)
- Class participation & attendance (25%)
- Mentor project (15%)
- Leadership script (10%)
- *(Grad students must also complete a book review + presentation.)*

ASSIGNMENTS:

Note: See blog tab for detail on each of the below assignments.

Venture Plan & Presentation: 50% / 500 pts (250 each)
- **Round I & Round II.** Round I submissions (50 pts) are submitted to Blackboard for class AND to the GW Venture Plan competition. Students receive feedback on Round I to enhance their Round II submission (200 pts) for class that is graded. Key tip = start early and allow enough time to flesh out your plan. 25% of grade. 250 pts.
- **Final presentation.** Plans will be formally “pitched” to a panel of outside evaluators in April. Preparation and practice are keys to a good grade. 25% percent of grade. 250 pts.

Attendance & Participation: 25% /250 pts
- **Attendance.** No grade of A will be given with more than one unexcused absence. Repeated tardies are a deduction.
- **Participation.** Students will keep a log of 2 to 3 top takeaways for class sessions and readings (a total of 4 to 6 top takeaways per week). Students will be called on in class to share these “Blackbook takeaways.” Students are expected to engage in class discussion and on class blog. Computers are for notes only please.

Mentor Project: 15% / 150 pts
- Project comprises two main parts: Written report summarizing mentor interview (Q&A via phone or in person) and an in-person mentor project. The mentor project is a max of 5 hours where you engage in an interactive activity with them (attend an event together, shadow them at work, help with a mini project). Professional and follow-through communication is required on this. Students have the option to pick their own female mentors, or be assigned one. The Mentor Project (both parts) posted to Blackboard end of semester.

Leadership Script 10% / 100 pts
- In-depth self-assessment exercise used to assess personal goals and values, then map a personal leadership strategy.

*MBA Book Club.* Grad students read approved book, present highlights.
ACADEMIC INTEGRITY: The code of academic integrity applies to all courses in the George Washington School of Business. Please become familiar with the code. All students are expected to maintain the highest level of academic integrity throughout the course of the semester. Please note that acts of academic dishonesty during the course will be prosecuted and harsh penalties may be sought for such acts. Students are responsible for knowing what acts constitute academic dishonesty. The code may be found at: http://www.gwu.edu/~ntegrity/code.html

UNIVERSITY POLICIES: Religious Accommodation

Students should notify faculty during the first week of the semester of their intention to be absent from class on their day(s) of religious observance. Faculty should extend to these students the courtesy of absence without penalty on such occasions, including permission to make up examinations. Faculty who intend to observe a religious holiday should arrange at the beginning of the semester to reschedule missed classes or to make other provisions for their course-related activities.

Disability Support Services (DSS)

Any student who may need an accommodation based on the potential impact of a disability should contact the Disability Support Services office at 202-994-8250 in the Rome Hall, Suite 102, to establish eligibility and to coordinate reasonable accommodations. For additional information please refer to: gwired.gwu.edu/dss/

Mental Health Services 202-994-5300

The University's Mental Health Services offers 24/7 assistance and referral to address students' personal, social, career, and study skills problems. Services for students include: crisis and emergency mental health consultations confidential assessment, counseling services (individual and small group), and referrals. counselingcenter.gwu.edu/
<table>
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<tr>
<th>Date</th>
<th>Topic(s)</th>
<th>Assignment(s) Due</th>
<th>Details</th>
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| 1/16   | INTRO /MIND MAPPING                          | Nothing due. In-class exercise.  
*After class: Join class blog + look for reading assignment + submit your 1/22 assignment* |  |
| 1/23   | PITCH                                        | DUE 1/22 @ noon to Blackboard in PDF Round I DRAFT  
- Form Fill Description  
- Concise (50-word) Summary  
- Link to video  
- “Additional information” bulleted at bottom.  
Use GW Venture Contest Round I instructions  
https://newventure.gwu.edu/round-1-form-fill-description-and-video  
See blog for reading & fill in Blackbook template |  |
| 1/31   | FLASH MOB MARKET RSCH & CUSTOMER DISCOVERY   | DUE 1/31 @ noon: Round I submission to NVC site.  
Due 1/31 anytime: Round I PDF to WEL Blackboard.  
See blog for reading & fill in Blackbook template |  |
| 2/6    | THINKING BIG & BUSINESS MODELS               | Due for class today: Bring feedback form to class from Meeting 1 – You have met with your venture partner/group, exchanged plans, and provided feedback.  
See blog for reading & fill in Blackbook template |  |
| 2/13   | VENTURE PLAN OUTLINE SESSION: OPS, FINANCIALS, TEAM / COMMUNICATION | Due for class today: Bring feedback form to class from Meeting 2 – You have met with your venture partner/group, exchanged plans again, and provided feedback.  
See blog for reading & fill in Blackbook template |  |
| 2/20   | NEGOTIATION                                  | In class today: Meet with Venture Partner and discuss how you will be a resource to one another over the next week for Round 2.  
See blog for reading & Blackbook template |  |
| 2/27   | GUERRILLA MENTORING                          | DUE 2/28: Round 2 to WEL Blackboard anytime 2/28  
- 5-page Feasibility Analysis  
- Business Model Canvas  
- Concise (20-word) Summary  
- Revised Video  
Use GW Venture Contest Round II instructions  
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<th>Date</th>
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<tr>
<td>3/6</td>
<td>#METOO + #WORKLIFE</td>
<td>Discuss two of the hottest topic among half the world’s population.</td>
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<td><strong>Due for class today:</strong> Bring “Find Your Five” worksheet to class.</td>
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<td><strong>See blog for reading &amp; fill in Blackbook template</strong></td>
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<td>3/20</td>
<td>LEADERSHIP 1</td>
<td>B*$#h vs Boss? Women leaders panel.</td>
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<td><strong>DUE 3/20:</strong> LEADERSHIP SCRIPT due on Bb by noon 3/20.</td>
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<td><strong>See blog for reading &amp; Blackbook template</strong></td>
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<td>3/27</td>
<td>LEADERSHIP 2</td>
<td>Path to leadership. Women leaders panel.</td>
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<td><strong>DUE 3/27:</strong> Bring to class - VIA Strengths &amp; Passion Inventory</td>
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<td><strong>See blog for reading &amp; Blackbook template</strong></td>
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<td>4/3</td>
<td>ALUMNI CAREER PANEL</td>
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<td><strong>DUE FOR GRAD STUDENTS:</strong> MBA Book club film (post to blog by 4/3 midnight).</td>
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<td><strong>See blog for reading &amp; Blackbook template</strong></td>
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<tr>
<td>4/10</td>
<td>PRESENTATIONS</td>
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<td><strong>MANDATORY ATTENDANCE</strong></td>
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<tr>
<td>4/17</td>
<td>Students will give a presentation</td>
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<td>To judges: 5 minutes, 5 minutes Q/A.</td>
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<td>4/24</td>
<td>FIN. EXAM DATE</td>
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<td>Hold this day until class presentation days are finalized.</td>
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<td><strong>Due 5/4 (last reading day): Mentor Project to Bb anytime 5/4/18.</strong></td>
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**IMPORTANT CLASS PROCEDURES:**

**Blackboard (Bb) – Assignment TURN-IN / GRADING**

- You will turn in major assignments and receive grades via Blackboard.
- Emails to the entire class will originate from Blackboard. You can also email the class using Blackboard.

**BLOG – Everything Else**

- A private class blog will be the go-to for all other class information and assignments. Past class sections prefer this to Blackboard.
- **Questions? Use the “questions” tab** on the class blog. It is a faster way to get questions answered if one of your fellow students has figured it out already, or has the same question.

**OTHER:**

- Late assignments downgraded .5 letter grade each week.
- Proper spelling and grammar for written assignments: Plan in advance to the writing center if you have challenges with this.
- Here and on time: Regular and consistent attendance is expected. If you are late, it is marked against your attendance and participation grade. Alert Prof Frey ASAP if tardy or absent.
- Individual comments can be solicited from the professor at any point during the semester upon request about grade or performance.
- During class respect for other students, instructor, and guest speakers are expected with your attention vs multitasking on your computer. Turning of your wifi is highly recommended.
THE WEL CLASS IS A SUPPORTIVE LABORATORY ENVIRONMENT. NO “MEAN GIRL/GUY” ATTITUDES TOLERATED. VISIT US ANOTHER SEMESTER IF THIS IS A PROBLEM FOR YOU.
INSTRUCTOR: KATHY KORMAN FREY

Kathy Korman Frey is the founder of the Hot Mommas® Project: The world’s largest women’s case study library providing access to teachable, scalable role models and mentors from around the world. Over 10 years of development and testing, the venture’s Women’s Leadership Academy and International Women’s Business Leadership workshops produce up to a 200% increase in the critical success factor for women: Self efficacy.

- Featured on NPR & in Washington Post, Financial Times, Ms., Inc., and others
- Part Time Faculty, GWSB
- Published in Prentice Hall textbooks, Harvard Business Press
- Contributor, MariaShriver.com
- MBA, Harvard Business School
- Award-winning curriculum developer
- Former exec, venture funded health care co.

- Former COO, National Council on the Aging Development Corp.
- Former executive, competitive analysis / M&A industry
- Serial entrepreneur
- Board member for women, aging, entrepreneur, LGBTQ communities
- WBJ Woman Who Means Business Award Recipient
- NAWBO Woman of Distinction Award Recipient
- VA Woman of Influence Award Recipient
- Washington Post contributor/expert, Time Hack series
- Ashoka Curator

Previously, Frey served as Chief Operating Officer for the National Council on the Aging Development Corporation. There, she was part of the senior management team raising $8 million in strategic venture funds for a healthcare software company targeted toward corporations and caregivers. Frey also worked with a government-backed national senior workforce program on turnaround, and on BenefitsCheckUp.org, a benefits-matching service providing a 200-to-1 ROI.

Prior, Frey worked in the merger & acquisition / competitive intelligence consulting industry for MMI, Inc. (acquired by Citigate). There, she advised multi-national Fortune 500 and 100 corporations on positioning strategies. On the operations side, Frey created, staffed, and managed internal departments resulting in a 20% annual revenue increase. She later founded and served as Managing Director Vision Forward, a planning consulting firm comprised of highly educated flex workers. The firm worked with top executive teams at organizations including AARP, Discovery Communications, Entrepreneurs Organization, the US Department of Justice, and the US Federal Drug Administration. Today, the firm delivers award-winning women’s leadership content through a variety of partners and workshops delivered to companies, conferences, and international groups via a network of licensed instructors.

This is Frey’s 16th year at GWU. She co-created the School of Business’s Women’s Entrepreneurial Leadership (WEL) Program, winner of a National Excellence in Education Award, Specialty Model Program, from the US Association of Small Business and Entrepreneurship. The award led to a GW ranking in Fortune Small Business and a regular top three status by the Princeton Review for GWSB as “Best Opportunities for Women.”

Frey has served on the several advisory boards including the Alzheimer’s Association, United Women in Business, Institute, Mixology, and Year Up’s Women Supporting Women. She is a regular speaker to executive groups and international visitors on topics including mentoring, work life balance, and women’s leadership. Awards included: National Association of Women Business Owner’s (NAWBO) Woman of Distinction, Washington Business Journal’s Women Who Mean Business, and Virginia Woman of Influence. Frey lives on a restored 1850s farmhouse in the DC area with her entrepreneur husband, two kids, and their dog “Chicken.”

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