



Week 4: Concept of Corporate vs. Business Strategies for Startups



Photo by Natasha Hall on Unsplash

Overview

This week, we will explore setting corporate and business strategies for the startup by examining the importance of the value proposition, leveraging available resources to the entrepreneur, and identifying critical errors businesses must avoid.

Learning Objectives:

Students will be able to:

- Recall the basic mistakes entrepreneurs need to avoid.
- Explore resources available to entrepreneurs and innovators.

Learning Activities:

1. Watch Professor mini-lectures.
2. Submit group activity Netflix Series Case Study #2.
3. Begin group activity Netflix Series Case Study #3 – Due in Week 5.
4. Begin individual assignment Xiameter Case Study – Due in Week 7.
5. And submit discussion board postings and responding to all of the week's content.

Week 4 Resources		▼
Lecture 1	Link	✓
Lecture 2	Link	✓
Lecture 3	Link	✓
“25 Essential Entrepreneur Resources”, Entrepreneur Online Magazine	Link	✓
Discovering Your Value Proposition	Video	✓
How to Start a Business-Guidelines and Resources for Entrepreneurs	Link	Updated ✓
Corporate vs. Business Strategy	Video	✓

Week 4 Tasks



Discussion for Week 4

Discussion Topic



Week 4 Projects



Submit Group Netflix Case Study #2

Assignment



Begin Group Netflix Case Study #3

PDF document

Updated ✓

Begin Individual Xiameter Case Study

PDF document

Updated ✓