

Women's Business Leadership

A seminar series in cooperation with GWSB's Center for Entrepreneurial Excellence to enhance its mission of encouraging women's entrepreneurship. This seminar series directly benefits the research of the award-winning women's leadership venture: The Hot Mommas® Project



This course is for individual who want to:

Enhance leadership skills * Plan a new venture or business * Think entrepreneurially *Develop skills for career success

	Modules	Prep	Due
BUSINESS IDEA			
10/6	1: Introduction	Practice blogging	<ul style="list-style-type: none"> In class: Introductions Homework: First blog post
10/13	2: Identifying opportunities	Start picking surveyees	<ul style="list-style-type: none"> In class: Mind Map Homework: Passion Inventory / Opportunity Recognition
10/20	3: How to do market research		<ul style="list-style-type: none"> In class: Market research session Homework: Do a survey of your customers
10/27	4: Strengths and Weaknesses		<ul style="list-style-type: none"> In class: SWOT Chart practice Homework: Strengths and Weaknesses discussion and action items + mentor identification
MENTORS and NETWORKS			
11/3	5: The importance of Mentors and a Network / Speakers Panel	Identify Mentors	<ul style="list-style-type: none"> INTERVIEW MENTORS Homework: List top 3 learnings from mentor interview
11/10	6: My story – writing my story to mentor others.		<ul style="list-style-type: none"> In class: Class Speaker / personal networking Homework: Listen to podcast, draft Hot Mommas Project case
11/17	7: OUT OF CLASS LAB – Interview Mentors		<ul style="list-style-type: none"> NO CLASS – WRITE HOT MOMMAS PROJECT CASE 7.30 to 9.30 Homework: Write Hot Mommas Project case, send link to Prof Frey
LEADERSHIP			
11/24 off	8: NO CLASS – HOLIDAY – WORK ON PRESENTATIONS Leadership Traits / Speakers Panel	Practice with Powerpoint and slideshare	<ul style="list-style-type: none"> In class: Class speakers / personal networking / Sisterhood of Success exercise Homework: Complete Powerpoint, upload to Slideshare, PRACTICE with teammate or other person
12/1	9: Communication, Women & Leadership		<ul style="list-style-type: none"> In class: Presentation workshop. Leadership traits review
PRESENTATION SKILLS			
12/8	10: Presentations		<ul style="list-style-type: none"> In class: Presentations – Group 1 / lightning round
12/15	11. Presentations		<ul style="list-style-type: none"> In class: Presentations – Group 2 / lightning round

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