



**University of California, Santa Barbara**  
**ENGR191/291H, Spring 2007**  
*Draft Version 1*  
***Entrepreneurship from the Inside Out***

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CLASS: Friday, 10AM- Noon

CLASSROOM: Phelps 3505

OFFICE HRS: by appointment

This course is for those students who are considering a career as an entrepreneur or business leader. It is focused around the assumption that success requires good basic business skills and good strong business models and ideas, but these are not enough. In addition to the above, sustainable success requires exceptional interpersonal skills, vision, and the ability to attract, motivate and lead others. In this class we will explore with some of the leading entrepreneurs and business leaders the issue of how one obtains success. Specifically we will be exploring the personal and business principals of success.

The course has three elements. First, every participant must develop a personal value statement and share it with the class. This statement is about how you want to live your life and should be a guide for critical life choices: **Goal 1: To prepare for a transition from an academic environment to a career building environment.**

Second, each participant will be required to create a statement of business principles of “laws of business” that they can use to leverage their personal effectiveness. **Goal 2: To pull together all the business wisdom they have been exposed to here at UC Santa Barbara and create their own personal model for effectiveness.**

Third, in order to create viable business models, one must be current in the business literature and language. In order to accomplish this, we will read several of the most respected works on business and entrepreneurial leadership. **Goal 3: To become familiar with the leading business literature relevant to current “success models”, to gain a familiarity with how executives and key decision makers think and act, and to build our individual “strategic business perspective” for career success.**

Grading will be determined by the quality of the two papers and the weekly classroom contribution and interaction with our guest speakers.

**READINGS:**

Read two books.

Read *The 7 Habits of Highly Effective People* and one other from the list:

*The 7 Habits of Highly Effective People*, Stephen R. Covey, 1989 (or newer).

And choose one of the following:

*The Leadership Challenge*, M. Kouzes and Barry Z. Posner, 2003

*Good to Great*, Jim Collins, 2001.

*The HP Way: How Bill Hewlett and I Built Our Company*, David Packard, 1995.

*They Made America*, Harold Evans, 2004 (must read at least 12 of the stories).

*How to Win Friends and Influence People*, Dale Carnegie, 1931.

**GRADING:**

Class Participation	35%
Original Values and Principles Paper	20%
Final Values and Principles Paper	30%
Leading class discussion	15%

In addition to attending and actively participating in each class, you need to turn in two written documents. At the start of the term you need to write a paper, due April 28, entitled “My personal and business values and principles for life success”. At the last class session you will tune in the same paper but re-written to reflect the readings and discussions with the class guests.

In addition to the two papers, and your active participation in class, students will be asked to lead class discussion each week and 10% of your grade will be determined by the success of those classes.

***LaunchPad: Critical Issues to Business Career Success***  
**Course Outline and Schedule (Spring 2006)**

**April 7**

Class organizational meeting and discussion

**April 14**

**Read:**

7 Habits, pp. 7-62: Part One

Prepare your 5 principles/values for personal and business success (overhead)

**April 21**

**Read:**

7 Habits, pp. 63-94: Habit 1 – Be Proactive

Business Guest: Brian Kelly

**April 28**

**Read:**

7 Habits, pp. 95-144: Habit 2 – Begin with the End in Mind

Business Guest: Ralph Iannelli

**May 5**

**Read:**

7 Habits, pp. 145-182: Habit 3 – Put First Things First

Business Guest: Paul Orfeala

**May 12**

**Read:**

7 Habits, pp. 183-234: Habit 4 – Think Win/Win

Business Guest: Fred Steck

**May 19**

**Read:**

7 Habits, pp. 235-260: Habit 5 – Seek First to Understand, Then to Be Understood

Business Guest: Michael Abraham

**May 26**

**Read:**

7 Habits, pp. 261-286: Habit 6 – Synergize

**TMP Business Plan Competition**

Attend, take notes, and cheer for the class favorites!

Corwin Pavilion, 3:30 – 6:30 PM

**June 2**

**Read:**

7 Habits, pp. 287-332: Habit 7 – Sharpen the Saw

Business Guest: Karen Smith-Pilkington

**June 9**

**Final papers, book reports and overheads**