***Gordon McConnell***

*Arizona State University*

**Introduction to Entrepreneurship in American University**

**Introduction to Entrepreneurship and Lean Startup**

This class includes an overview of entrepreneurship, including its forms and types. It has a particular emphasis on current cutting edge methodologies such as Steve Blank’s Lean Launchpad as well as Business Model Canvas.

**SCAP – Sustainable Competitive Advantage and Positioning**

What is strategy? Why is it important? How can an organization build a sustainable competitive advantage? How does the positioning of a company or product tie in with strategy? This class aims to answers these questions and more.

**Social Enterprise Development**

A rising new class of startup is the idea of the more-than-profit or social enterprise? Where did this idea come from, and how can an entrepreneur create a sustainable social enterprise?