POINTFUL
EDUCATION
Where Learning Inspires Opportunity

》 Course Overview

Students hear a lot of contradictory advice in life. On one hand, they may hear something like "Follow your dreams. Pursue your passion and the money will come!" On the other hand, they may hear something completely opposite, like "Most startups fail! It's much safer to get a safe, steady job." So which side is right? Given the massive changes to the economy and society, the skills of entrepreneurship are going to be critical in building a lasting career. The entrepreneurial mindset of searching for opportunities, creating value, and solving pain points will always be valuable. And this mindset applies not just to starting a business, but in any organization that someone is a part of: school, established companies, or non-profits. In this course, students will explore how to use this mindset to create the next world-class startup.

》 Course Outline by Module

Module 1	Introduction to Entrepreneurship and Startups	Module 6	Building a Team
Module 2	MVP and Product Market Fit	Module 7	Marketing a Startup
Module 3	Business Models	Module 8	Writing a Pitch Deck
Module 4	Competition	Module 9	Raising Capital
Module 5	Disruptive Innovation	Module 10	Possibilities and Opportunities

》 Instructional Components

Pointful Education Courses are structured in a consistent, research-based format utilizing multiple pedagogical concepts such as Understanding by Design, Growth Mindset, and Video and Project-based learning. Through the use of these pedagogical concepts, Pointful Education maintains a consistent and engaging course structure that supports student-centered learning.

Course Structure

Instruction
50%

Projects
7%

Reflections
20%

Concept Checks
8%

Exams
8%

Written Assignments
7%