

Entrepreneurship with Wix

Curriculum Preview

Course Description

This course provides an introduction to the fundamentals of entrepreneurship. Whether you already have an idea and are eager to start your own business, or simply want to learn more about what an entrepreneurial career would be like, this course exposes you to the challenges of entrepreneurship—from conceptualizing new ventures to developing and managing them.

Throughout the course, students will apply their understanding of entrepreneurship in several web creation projects using Wix. Students will articulate a clear entrepreneurial vision and personal brand via a professional portfolio website. Then, they will create various web assets at each stage of the venture process, including a landing page prototype and full website/app that markets their venture and the problem it solves.

Notes for Instructors and #WixCertified Opportunity

Every assignment or activity will include implementation notes and suggestions for teachers from the Wix Higher Ed curriculum developer. These notes will provide ideas for how to integrate the assignment into the class, how to use the assignments to plan student websites, and how the assignment might be adapted.

In addition, students in this course have the opportunity to submit their Wix websites to earn **#Wix eCommerce certification**, or to participate in our Wix Innovation Hub. The Wix eCommerce certification verifies students' ability to build a fully-functional eCommerce website, as well as their branding and digital marketing skills. **The Innovation Hub** provides training and support for cohorts of student entrepreneurs who plan to actively launch their venture within the calendar year.

Faculty interested in bringing these opportunities to their students can contact higherred@wix.com for more information on programming and enrollment.

Learning Objectives

Upon successful completion of the course, students will be able to do the following:

- Explain fundamental concepts, theories, and practices employed in the field of entrepreneurship.
- Articulate a meaningful personal definition of entrepreneurship to develop a personal brand rooted in your individual entrepreneurial vision.
- Understand the new venture creation process — including the activities, challenges, and opportunities involved.
- Evaluate new venture opportunities to determine their strengths, weaknesses, and overall business potential.
- Apply entrepreneurial concepts in a professional, disciplined and systematic fashion by using business planning to create a new venture/product/market, etc.
- Develop your leadership skills, particularly in the areas of team leadership and entrepreneurial leadership.
- Improve your oral and written communication skills (by learning to craft an effective concept statement, develop an in-depth industry analysis, and deliver a persuasive business pitch).
- Employ digital skills to create different web assets for various stages of an entrepreneurial venture.

Sample Assignments

Portfolio Website: In the first unit of the course, you will create a portfolio website that will serve as the hub of your professional online presence. You will be expected to design a site that tells your story and that reflects your personal brand and entrepreneurial vision. The portfolio site should include; a Home Page, About Me Page, a Project page, and some form of Contact page/form.

In addition, throughout the semester, you will be expected to add the major projects from this course to your Project Page on the portfolio, with short project descriptions that give a snapshot of what you have accomplished. This way, by the end of term, you will have developed core entrepreneurial skills through your work in the course, and you will be able to demonstrate those skills and accomplishments to potential employers, colleagues, investors etc. via your digital portfolio.

Entrepreneurial Process Interview: You will identify and interview a successful entrepreneur who you currently do not know in order to write a paper in which you

analyze and reflect on both the founder and the entrepreneurial process. You will also be expected to craft a short presentation highlighting the most valuable lessons learned from the interview, and to include the interview as a project on your portfolio website.

Venture Design Sprint: In the final unit, students will be placed into groups and participate in a Design Sprint that will enable them to select the venture idea they want to pursue. They will then work through the Design Sprint process to prototype their venture and test that prototype with real users to see what works and what doesn't. As a result, students will achieve facility with design thinking methods that they can use throughout their careers to tackle challenges, validate ideas, and build better products.

New Venture Concept Website and Pitch: (a team project, with individual final paper): Within teams, you will conduct customer discovery research to better understand the business potential for your team's solution to the chosen opportunity from the Opportunity Search. The team will ultimately pitch your developed concept to the class via a collaboratively built website.

Course Schedule Preview

Unit 1: Becoming an Entrepreneur

Week 1 - Pathways to Entrepreneurship

Lesson 1: An Intro to Entrepreneurship in 2024

Lesson 2: : The Entrepreneurial Journey

Week 2 - The Entrepreneurial Mindset

Lesson 1: Self-Assessment - Entrepreneurship and You

Lesson 2: Having a Vision, Setting a Goal

Week 3 - You Are a Brand: How to Showcase Your Story Online

Lesson 1: Discovering Your Personal Brand

Lesson 2: Take Ownership of Your Brand With a Portfolio

Week 4 - Build Your Personal Brand with a Portfolio

Lesson 1: Building and Branding Your Portfolio

Lesson 2: Independent Portfolio Building

Week 5 - Personal Branding Showcase

Lessons 1 and 2: Students Present their Personal Brand Playbooks and Portfolio sites to the class for feedback

Unit Project = Your Professional Portfolio and Personal Brand Playbook

Lesson Plan: You Are a Brand: How to Showcase Your Story Online

In this lesson on personal branding for entrepreneurs, students will discover the importance of personal branding in the entrepreneurial context. They will explore how personal branding can impact career success and entrepreneurial ventures. Through self-reflection and guided activities, students will delve into the five key elements of personal branding and craft their own personal brand identities to use as tools for differentiation and influence in the entrepreneurial world.

Learning Objectives

- Students will comprehend the concept of personal branding in entrepreneurship, including its significance in building reputation, attracting opportunities, and standing out in a digital age.
- Students will analyze and critique student entrepreneur personal brand statements to evaluate their effectiveness in communicating identity, value proposition, and future aspirations.
- Students will apply the five foundational pillars of personal branding (experience, expertise, vision, values, and audience) to their own entrepreneurial journey, using reflection and self-assessment to craft a personal brand identity.

Instructor→ begin class with a review of the SMART Goals worksheet that students completed for homework. Have them share these goals with a partner or in a group. Ask students to give each other feedback and discuss how these goals align with your vision statement and how they will help you achieve your entrepreneurial vision.

Lecture Part 1: Why Personal Branding Matters for Entrepreneurs

A personal brand is a combination of your expertise, experience and personality. It includes your skills, job qualifications, and everything else that makes you, you. Your personal brand is synonymous with your reputation, and it can impact both your professional and personal life.

As an entrepreneur, you can use your personal brand to your advantage in several ways. It's an expression of your values, personality and unique selling proposition

(USP) that can help you stand out from the competition. In the digital age we live in now, it's important to have a strong personal brand if you want to be successful in business and stay relevant in a crowded market. Your personal brand ensures that you are remembered and a part of the conversation, even when you aren't in the room.

A person's personal brand can significantly impact both the reputation of their employer and their career success. For example:

- A study by LinkedIn found that professionals with a strong personal brand are more likely to be hired and promoted. The study found that "50% of professionals with a strong personal brand received interest from new employers compared to only 14% of those with a weak personal brand."
- A survey conducted by CareerBuilder found that "57% of employers are less likely to interview a candidate they can't find online." This highlights the importance of having a strong online presence and personal brand.
- A study by Weber Shandwick found that "49% of executives believe a strong CEO personal brand is critical to their company's overall reputation." This highlights the importance of personal branding not only for individuals but also for the companies they represent.
- A study by HubSpot found that "companies with a strong CEO personal brand generate 11% more shareholder return than their competitors."

These studies show how personal branding can affect professional success and a company's reputation. By building a strong personal brand, entrepreneurs can set themselves apart from their competitors, gain credibility and help their ventures succeed.

In addition, an entrepreneurial journey is one that goes beyond just the first business venture. It is the overall human experience, and a strong personal brand helps project that human experience in the entrepreneurial context.

You might be asking yourself, "Do I really need a personal brand? I'm just a sophomore/junior/senior in college, or I'm just trying to get an entry level position in my field. I'm not an influencer, so does this personal branding stuff even apply to me?" If you're wondering why you need a personal brand, let's watch this short video to get some perspective.

Instructor→ Show the following short video: [Is Having a Personal Brand Important?](#). When the video is finished, ask students to comment on what they noticed or took away from the video.

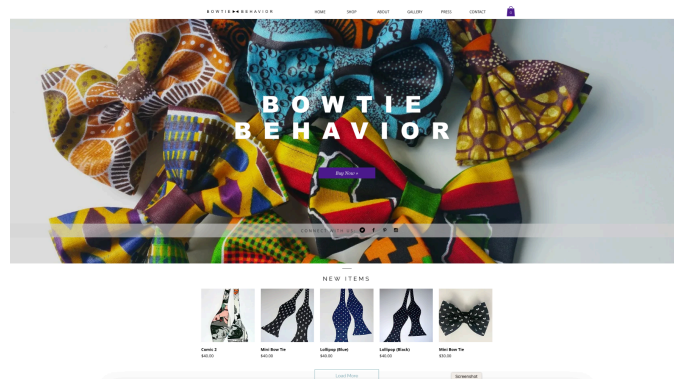
I really like the perspective of this video for 2 important points it makes:

1. With social media, and the world of work switching over to the digital realm, everything and everyone is global. You can work from anywhere and for anyone, but that also means anyone anywhere can do what you do. So how do you make an impact and stand out?
2. The difference between CEOs' and their companies' Twitter followers, and how the person has tons more followers than the company. Also that we remember a face/person much more easily than a logo (or the color of a logo, like in his Google example.

Whether we like it or not, we are constantly being judged by people around us based on who we are presenting ourselves to be. A personal branding strategy is a tool that helps entrepreneurs leverage their past experiences, success stories, failures and future plans. It is the route to make entrepreneurs socially influential, and it needs to be treated as an integral part of your overall business strategy, with conscious planning and implementation.

Discussion: Explore Branding on Websites (10 minutes)

Instructions: For each website, think of three words to describe the site's brand (the vibe or values displayed by the design). Look at images, colors, tone of voice, content, and anything else that communicates the site creator's expertise, experience, and personality. Be prepared to share their insights with the class.



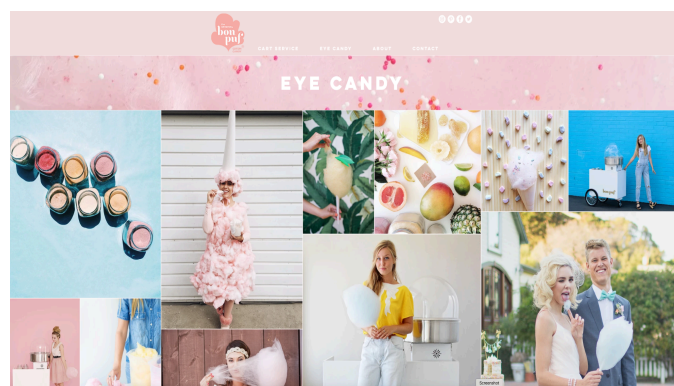
[Bowtie Behavior](#) - After searching (unsuccessfully) for a fashionable piece to wear to a friend's bow tie-themed engagement party, Robin Williams decided to make her own. Robin taught herself to design a range of bold and colorful bow ties, then set up a store with Wix's eCommerce website builder. It was an instant success.

Instructor→ you could also show this short video to help students further understand the intersections between Robin's personal and professional brand:

📺 #SelfMade Bowtie Behavior Wix Story



[L'Amour de Guylene](#) - Guylene Solon's jewelry designs a tribute to her grandmother who taught her so much about love and generosity. Solon crafts each piece with healing stones like obsidian and white quartz, aspects she hopes will bring good energy to the wearer. "That's what the jewelry is about," she says. "It's about being compassionate more than anything."



[Bon Puf](#) - Bon Puf is an on-demand cotton candy cart company that began with the idea of reinventing cotton candy with a modern spin

Lecture Part 2: The 5 Pillars of Your Personal Brand

Basically, when we talk about defining our personal brand, we are answering this question: “Who are you?” That question might be intimidating, but this type of self-examination is really important to your entrepreneurial journey. Your credibility and reputation as an individual and the reputation of your business are intricately woven together. As an entrepreneur, your personal brand impacts everything from your revenue to your ability to hire employees and differentiate from competitors. When you learn how to clearly communicate who you are, what you bring to the table, and what your value is, you help those assessing you determine if they should hire you, do business with you, invest in you, or offer you certain opportunities.

There are many different methods for determining and communicating your personal brand. But for entrepreneurs, the following five factors are your foundation:

- **Your experience** is the story of your past and what made you who you are today. This includes the previous jobs and positions you had, the contributions you made, the people you met and worked with, and the projects you worked on. This includes your failures just as much as it includes your success stories.
- **Your expertise** is the present business value that you contribute to your industry. It also reflects the professional knowledge that you have accumulated from your experience.
- **Your vision** is who you see yourself turning into in the future, your promises and your future business plans. A strong vision can compensate for a weak track record or experience, so it needs to be leveraged to create future business value.
- **Your values** go beyond just your business-related principles. An entrepreneur should always present their human side that resonates with people. Beyond economic gain, what is the moral gain to you? What is your responsibility toward humanity? What drives you to make people’s lives better?
- **Your audience** is the people that you want to influence and inspire through your entrepreneurial efforts, beyond monetization. These are people you

network with, your mentors, people you will eventually mentor, people you will approach for investments and funding, and an even broader category of people whom you want to convince and impact. Your personal brand will guide how you communicate and interact with this audience.

We are going to spend the rest of the class working on a guided reflection and personal assessment activity that will help us articulate our own personal brand identity. But first, it would help to look at some examples of personal branding statements created by student entrepreneurs, just like you.

Take a minute to read over these student entrepreneur personal brand statements. Ten in small groups, discuss the effectiveness of these statements. Do they communicate who the person is, what they have to offer, and what they plan to achieve through their entrepreneurial journey? Are there elements of these statements that aren't effective, why or why not?

Personal Brand Statement 1: I am a visionary student entrepreneur with a passion for innovation and a knack for problem-solving. My relentless curiosity drives me to seek creative solutions to complex challenges, and my dedication to authenticity and integrity ensures that I lead with transparency. My brand is defined by my commitment to fostering meaningful connections, both in business and in life.

Personal Brand Keywords:

- Innovation
- Problem-solving
- Curiosity
- Authenticity
- Integrity
- Connection

Personal Brand Statement 2: As a student entrepreneur, I am a dynamic leader who thrives on collaboration and empowerment. My natural ability to inspire and mentor others fuels my drive to create positive change in my community. I am dedicated to making a difference through entrepreneurship, guided by a strong sense of responsibility and a passion for lifelong learning.

Personal Brand Keywords:

- Leadership
- Collaboration
- Empowerment
- Mentorship
- Community
- Responsibility
- Lifelong learning

Instructor→ because the personal branding homework is labor intensive, introduce the assignment now and allow students time to work on it in class. Direct them to refer to previous assignments, particularly their reflections, their Sparketype homework, to help them complete this.

Homework: Personal Branding Worksheet

By completing this worksheet, you'll have a clearer understanding of your personal brand, your values, and the keywords that will help you communicate your unique identity to others. Use this information to craft a compelling personal brand that aligns with your goals and aspirations.

Part 1: Self-Reflection

1. Who Are You?

- Describe yourself in a few sentences. What makes you unique?

2. Strengths and Skills

List at least five strengths or skills that you excel in (e.g., problem-solving, leadership, creativity). Use your Sparketype results if you have trouble remembering your skills and strengths from previous assignments.

3. Passions and Interests

What activities or topics make you truly excited and motivated?

4. Values

Review the list of common values below and select five that resonate with you the most. You may also add your own if they are not listed.

- ☐ Authenticity
- ☐ Community
- ☐ Leadership
- ☐ Creativity
- ☐ Integrity
- ☐ Curiosity
- ☐ Responsibility
- ☐ Learning
- ☐ Kindness
- ☐ Compassion
- ☐ Others: _____

From the five values you've selected, narrow it down to the top three that are most important to you.

5. Inspiration

Do you have any role models or people you look up to? What qualities or traits in them inspire you?

6. Experiences

List your relevant education, work experiences, and hobbies. What experiences have shaped you into who you are today?

7. Goals

What do you hope to achieve in the next year, five years, and ten years? What is your vision for your personal brand? Refer to your vision statement homework for this.

Part 2: Target Audience

8. Who is Your Target Audience?

Define the specific group of people or organizations that you want to connect with or work for. Be realistic about your current stage.

9. What Do They Seek?

Research what your target audience is looking for in a candidate, partner, or collaborator. What skills or qualities are they seeking?

Part 3: Brand Identity Keywords

10. Summarize Your Brand

Based on your self-reflection, values, and goals, write a brief statement that summarizes your personal brand.

11. Brand Identity Keywords

From all the information you've gathered, choose 3-4 keywords that best represent your personal brand. These keywords should reflect your strengths, passions, values, and goals.

Keyword 1: _____

Keyword 2: _____

Keyword 3: _____

Keyword 4 (optional): _____

Part 4: Taking Action

12. Action Plan

How will you communicate and reinforce your personal brand? List specific actions you can take, such as updating your LinkedIn profile, creating a personal website, or networking in your chosen industry.