EDUCATION - EDUCATION ENTREPRENEURSHIP (EDEN)

These courses are only for students enrolled in the Education Entrepreneurship program.

EDEN 501 Entrepreneurship in Education
Entrepreneurship in Education provides an understanding of the nature of entrepreneurship related to public/private/for profit and non-profit educational and social organizations. The course focuses on issues of management, strategies and financing of early stage entrepreneurial ventures, and on entrepreneurship in established educational organizations. Students will learn the fundamentals of business plan design and development. This course is only available to students in the Education Entrepreneurship program. Prerequisite: Enrollment in Education Entrepreneurship program.
Taught by: Laura Huang
Course usually offered summer term only
Activity: Hybrid Course
0.5 Course Units

EDEN 502 Foundations of Education
Foundations of Education surveys basic issues in the philosophical and social foundations of education. The course addresses basic questions about the purpose of education, the appropriate treatment for children from different cultural and economic groups and the relationship between rigor and relevance. Intended for advanced Masters and doctoral students. Prerequisite: Enrollment in Education Entrepreneurship program.
Taught by: Stanton Wortham
Course usually offered summer term only
Activity: Hybrid Course
0.5 Course Units

EDEN 503 Management in Education
Management in Education introduces the critical management skills involved in planning, structuring, controlling and leading an organization. The course provides a framework for understanding issues involved in both managing and being managed. The class develops a systems view of organizations, examining organizations as part of a context, including but not limited to environment, strategy, structure, culture, tasks, people and outputs. Students consider how managerial decisions made in any one of these domains affect decisions in each of the others. Prerequisite: Enrollment in Education Entrepreneurship program.
Taught by: Gad Allon
Course usually offered summer term only
Activity: Hybrid Course
0.5 Course Units

EDEN 504 Capstone (Part 1)
The Capstone Experience is the culminating project of the EdEnt Program. Students acquire and develop the foundations for the ideation, design and launch of an innovative education venture whether entrepreneurial or intrapreneurial. The process of developing the project is an integrative one that brings together the concepts, tools, approaches and frameworks learned throughout the Program. Students start with an idea, build a business case, and then validate their idea using a series of evaluative methods and tests learned through coursework, independent research, product/service design and development activities. The Capstone Experience concludes with the presentation of a new Venture Pitch and the submission of a pro forma Business Plan suitable for presenting to prospective customers, end users, investors, funders, business partners, staff and other ecosystem stakeholders. The process equips an entrepreneur or an intrapreneur to tackle the next steps of launching their venture - whether that is building a minimally viable product, testing with customers, bringing on team members or seeking funding. Prerequisite: Enrollment Education Entrepreneurship program.
Taught by: Jennifer Zapf
Course usually offered in fall term
Activity: Hybrid Course
0.5 Course Units

EDEN 505 Foundations of Teaching, Learning & Curriculum
Teaching, Learning & Curriculum explores theoretical and empirical perspectives on the questions: What is knowledge and knowing? What is learning? What is teaching? How do contexts influence teaching, knowing, and learning? A central goal of the course is to encourage students to consider these questions and their interconnections, to examine ways scholars and practitioners have answered them, and to develop an analytical framework to use in examining contemporary practices in settings that include formal and informal, urban and international. Prerequisite: Enrollment in Education Entrepreneurship program.
Course usually offered in fall term
Activity: Hybrid Course
0.5 Course Units

EDEN 506 Economics of Education: Intro
This is a survey course at the introductory level designed to provide an overview of selected theoretical, conceptual and empirical perspectives on topics in the economics of education. We will apply economic principles to analyze a wide range of educational issues. This course assumes that students have no background in economics. Many of the readings will contain technical economic material, but the focus will be on the conceptual, theoretical and empirical findings of economic research within education. It is expected that you reflect on the findings we cover and how these findings may inform and relate to your educational and professional experiences, and how economic theory and empirical evidence might inform your business plan ideas. As we move through the course, you should gain a solid understanding of how economists think about and study education-related issues. Prerequisite: Enrollment Education Entrepreneurship program.
Course usually offered in fall term
Activity: Hybrid Course
0.5 Course Units
EDEN 507 Design of Learning Environments
Design of Learning Environments examines different theoretical frames and strategies related to the study and design of learning environments in school, community and online contexts. Physical, social and cognitive aspects of learning situations are considered as students evaluate current research and applications in a variety of existing educational learning environments. Prerequisite: Enrollment in Education Entrepreneurship program.
Taught by: Susan Yoon
Course usually offered in spring term
Activity: Hybrid Course
0.5 Course Units

EDEN 508 Technology Strategy
Technology Strategy is designed to meet the needs of future managers, entrepreneurs, consultants and investors who must analyze and develop business strategies in technology-based industries. The emphasis is on learning conceptual models and frameworks to help navigate the complexity and dynamism in such industries. This is not a course in new product development or in using technology to improve business processes and offerings. The class will take a perspective of both established and emerging firms competing through technological innovations, and study the key strategic drivers of value creation and appropriation in the context of business ecosystems. Prerequisite: Enrollment in Education Entrepreneurship program.
Course usually offered in spring term
Activity: Hybrid Course
0.5 Course Units

EDEN 509 Marketing for Entrepreneurs
Marketing for Entrepreneurs addresses how to design and implement the best combination of marketing efforts to carry out a firm’s strategy in its target markets. Specifically, this course seeks to develop the student’s (1) understanding of how the enterprise can benefit by creating and delivering value to its customers and stakeholders, and (2) skills in applying the analytical concepts and tools of marketing to such decisions as segmentation and targeting, branding, pricing, distribution, and promotion. Prerequisite: Enrollment in Education Entrepreneurship program.
Taught by: Bradley Beshara
Course usually offered in fall term
Activity: Hybrid Course
0.5 Course Units

EDEN 510 Evaluation for Education Innovation
Evaluation for Education Innovation explores the use of exploratory, dynamic and adaptive frameworks for the evaluation of social sector programs, services and products. The course draws upon core principles and methodologies from business, design, entrepreneurship, engineering and the social sciences to help build, assess and scale education innovations. Students will learn how to assess effectiveness, quality, and value through real-world education cases, and how to use evaluation tools to drive the development of their education ventures. This course is only available to students in the Education Entrepreneurship program.
Taught by: Jennifer Zapf
Course usually offered in spring term
Prerequisite: Enrollment in Education Entrepreneurship program
Activity: Hybrid Course
0.5 Course Units

EDEN 511 Economics of Education: Entrepreneurial Finance
Entrepreneurial Finance provides a step-by-step introduction to core finance concepts in the context of new venture design and innovation implementation planning. Main areas of course focus are solution pricing, creation of a sustainable business model, and development of a robust financial model. In this course, students will learn to use financial analytical tools and frameworks to enable a venture/innovation launch. Students will build a financial model for the venture one that will assist in making critical choices and assessing the attractiveness of an enterprise to potential stakeholders. Closing the course, we will address issues of funding and fundraising strategy. The emphasis of the course is on assisting students to apply knowledge and concepts towards their personal professional and career aspirations. Prerequisite: Enrollment in Education Entrepreneurship program.
Activity: Hybrid Course
0.5 Course Units

EDEN 513 Design of Learning Environments 2- Design Thinking
This course is structured for students to learn design thinking principles experientially. Design thinking is a critical tool and problem-solving methodology that is human-centered; values qualitative research merged with quantitative metrics; and applies prototyping to services, processes and experiences. Students will apply design thinking methods to conduct basic qualitative research and work to develop a new model for transformation on a real and relevant education challenge. This course is ideal for working professionals in the education, non-profit and social entrepreneurship sectors, wanting to apply a robust methodology that yields innovative insights and actionable results. This course is only available to students in the Education Entrepreneurship program.
Taught by: Sarah Rottenberg
Activity: Hybrid Course
0.5 Course Units

EDEN 514 Foundations of Education - Ecosystem
Through this course, students will examine global trends impacting education and learning; analyze their own enterprise idea in the context of the global EdTech Market Landscape; evaluate one possible scenario for the future of education and generated critical questions about the implications of different scenarios; and assessed the role of different data for decision making at the education market level. Prerequisite: Enrollment in Education Entrepreneurship program.
Taught by: Jennifer Zapf
Activity: Hybrid Course
0.5 Course Units
EDEN 515 Capstone (Part 2)
The Capstone Experience is the culminating project of the EdEnt Program. Students acquire and develop the foundations for the ideation, design and launch of an innovative education venture whether entrepreneurial or intrapreneurial. The process of developing the project is an integrative one that brings together the concepts, tools, approaches and frameworks learned throughout the Program. Students start with an idea, build a business case, and then validate their idea using a series of evaluative methods and tests learned through coursework, independent research, product/service design and development activities. The Capstone Experience concludes with the presentation of a new Venture Pitch and the submission of a pro forma Business Plan suitable for presenting to prospective customers, end users, investors, funders, business partners, staff and other ecosystem stakeholders. The process equips an entrepreneur or an intrapreneur to tackle the next steps of launching their venture whether that is building a minimally viable product, testing with customers, bringing on team members or seeking funding. Prerequisite: Enrollment in Education Entrepreneurship program. Taught by: JENNIFER ZAPF Activity: Hybrid Course 0.5 Course Units

EDEN 601 Schools as Organizations
Schools as Organizations focuses on the theory and research concerned with the organizational and occupational side to schools and teaching. The course draws from multiple fields and perspectives, including: organizational theory; the sociology of organizations, occupations and work; educational administration; and school leadership. The objective is to have students understand and evaluate a series of different perspectives from theory, research and policy concerned with the character of the teaching occupation and the organization of schools. Prerequisite: Enrollment in the Education Entrepreneurship program. Taught by: Rand Quinn Course usually offered summer term only Activity: Hybrid Course 0.5 Course Units

EDEN 602 Technology Strategy (Part 2)
Technology Strategy is designed to meet the needs of future managers, entrepreneurs, consultants and investors who must analyze and develop business strategies in technology-based industries. The emphasis is on learning conceptual models and frameworks to help navigate the complexity and dynamism in such industries. This is not a course in new product development or in using technology to improve business processes and offerings. The class will take a perspective of both established and emerging firms competing through technological innovations, and study the key strategic drivers of value creation and appropriation in the context of business ecosystems. Prerequisite: Enrollment in Education Entrepreneurship program. Course usually offered summer term only Activity: Hybrid Course 0.5 Course Units