Women’s Entrepreneurial Leadership
Mgt 3303

COURSE DESCRIPTION
This course offers students the opportunity to:
• Business plan track: Take an idea and make it a “reality” through the development of a business plan.
• Toolkit track: Develop a toolkit that will serve you throughout your career.
• Mentor track: Develop mentoring relationships that will serve you throughout your career.
• Foundational: Develop self-confidence and insight as you engage in the above core activities.

Grades are based on:
• Final project: A venture plan and presentation. Students draw from their existing knowledge or personal passion to create something that adds value to themselves, others, or the world. This may be anything from a social project, to an art production, or a new business. The idea and the action are student driven.
• Mentor project: A mentor report (interview + project) plus graded participation in peer mentor groups.
• Participation: Active participation in the classroom as well as through “your toolkit” blog exercises. Attendance and not “phoning it in” required. This is a class with a close-knit culture requiring all hands on deck.

COURSE CONTENT
This comprehensive learning experience combines five fundamental activities.

1. CLASS SESSIONS teach students how to view any situation through an “entrepreneurial lens.” Lectures, discussions and multi media presentations address the following areas:
• Mining Creativity (The IDEA)
• Recognizing Opportunities to Create Value (CONCEPT CONFIDENCE)
• Supporting Ideas with Facts (MARKET, FINANCIALS, SALES & MARKETING)
• Creating a Plan: Resources, People, Energy (MANAGEMENT TEAM, TEAM WORK, SELF-STUDY)
• Articulating the Idea and the Action (PITCH PRACTICE, LIVE LABS)

Blah blah blah business speak: This means class sessions teach you the building blocks of how to do your plan and sell it.

2. TOOLKIT DEVELOPMENT engages students in readings, experiential exercises and self-assessment tools designed to evaluate leadership strengths and to identify areas for development. Skills include communicating effectively, negotiating a deal, delivering compelling presentations, building a network, and harnessing emotional intelligence. In addition, basics of financial literacy, operations, management theory, and other class modules will be covered.

In normal-person speak, this means your assignments will give you readings and team assignments to work on practical hard and soft skills for the real world to help you as an entrepreneur.
**Kathy Korman Frey – WEL Instructor**

Kathy Korman Frey is the founder of the Hot Mommas® Project [HotMommasProject.com](http://HotMommasProject.com): The world’s largest women’s case study library which is used in the venture’s classes and coaching which produce up to a 200% increase in the critical success factor for women: Self efficacy.

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<tr>
<th>Feature</th>
<th>Experience</th>
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<tr>
<td>• Featured on NPR &amp; Washington Post, Financial Times, Ms, Inc., and others</td>
<td>• Former COO, National Council on the Aging Development Corp.</td>
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<td>• Part Time Faculty, GWSB</td>
<td>• Former executive, competitive analysis / M&amp;A industry</td>
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<td>• Published in Prentice Hall textbooks, Harvard Business Press</td>
<td>• Former board member, Alzheimer’s Association, National Cap Area, other boards</td>
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<td>• Contributor, MariaShriver.com</td>
<td>• 2010 WBJ Woman Who Means Business Award Recipient</td>
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<td>• MBA, Harvard Business School</td>
<td>• 2011 NAWBO Woman of Distinction</td>
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<td>• Award-winning curriculum developer</td>
<td>• 2015 VA Woman of Virginia</td>
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<td>• Former exec, venture funded health care co.</td>
<td>• Washington Post contributor/expert, Time Hack series</td>
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Previously, Frey served as Chief Operating Officer for the National Council on the Aging Development Corporation. There, she was part of the senior management team raising $8 million in strategic venture funds for a healthcare software and creating BenefitsCheckUp.org, a benefits-matching service providing a 200-to-1 ROI. At MMI, Inc (acquired by Citigate) Frey worked in the merger & acquisition / competitive intelligence industry where she advised multi-national, Fortune 500 and 100 corporations on positioning strategies. On the operations side, Frey created, staffed, and managed internal departments resulting in a 20% annual revenue increase. She later started Vision Forward, a firm comprised of hybrid educator-consultants specializing in two-day planning boot camps. The firm gained notoriety as one of the original flex-work companies and worked with top executive teams at organizations including AARP, Discovery Communications, Entrepreneurs Organization, the US Department of Justice, and the US Federal Drug Administration.

For the past 14 years, Frey has taught at the George Washington University where she co-created the School of Business’s Women’s Entrepreneurial Leadership (WEL) Program, the winner of a National Excellence in Education Award, Specialty Model Program, from the US Association of Small Business and Entrepreneurship. The award led to a GW ranking in *Fortune Small Business* and a regular top three status by the Princeton Review for GWSB as “Best Opportunities for Women.”

Frey currently has served on the advisory boards of United Women in Business, Enstitute, Mixology, the Alzheimer’s Association, and the Women Supporting Women group at Year Up. She is a regular speaker to executive groups and international visitors on topics including mentoring, work life balance, and women’s leadership. Frey lives on a restored 1850s farmhouse in McLean with her entrepreneur husband, two kids, and dog “Chicken.”