IEMF™ Curriculum Crosswalk

Typical Introduction to Entrepreneurship outcomes, matched to the IEMF™ Field Guide · Dr. Matt A. Connell, MBA

Typical course outcome	IEMF™ Field Guide section	What the participant produces
Identify and evaluate opportunities	The Idea (Ideation): test the guess, break the dream into small steps	A named problem; an idea tested with real people
Research and understand customers	Customers (all levels): who they are, what they said, where to find them; customer vs. buyer	Interview notes in the customer's words; a customer profile
Marketing and sales	Marketing (all levels): logic, heart, belonging and desire; prove it, then build an ad, campaign and content	A tested message; an ad and campaign plan
Understand costs, pricing and personal finance	Money Basics; Finance (Ideation: MVP; Startup: cost to launch and monthly survival)	A launch number and a monthly number; a price with a reason
Legal structure and protection	Legal (all levels): why an LLC, name and URL; forming, insurance, licenses, taxes, books; IP	A name check; a launch checklist; a protection check
Teams and leadership	Team (all levels): who does what, management vs. leadership, culture	A role map; a leadership statement
Communicate and pitch an idea	Pitch (all levels): Ideation, Startup and Growth pitches scored on the matching rubric	A pitch scored by judges; a pre/post score
Plan for launch	Startup level in every section	A launch plan with dated steps
Plan for growth (existing owners)	Growth level: customer happiness, market, revenue, profit, margin, expansion, protection	A current snapshot; one growth move; a growth plan
Build an entrepreneurial mindset	Access (all levels): you belong here; barriers and supports	A barrier matched to a resource; a personal reframe

Levels: every section has Ideation, Startup and Growth. The five-week program covers Access, the Ideation level of every section and Money Basics. Startup and Growth sessions are added to match your participants. Measured results: the Pre/Post Assessment Kit (check-in, Excel tracker, judge score sheets, outcomes report) comes with the license.

For colleges: this crosswalk is illustrative. Credit, continuing education units and course placement are decided by each institution. Many colleges count about 15 contact hours per credit.