

## Online Course Syllabus



**Course:** ENTP 3301-0W1 Innovation and Entrepreneurship

**Instructor:** Madison Pedigo

**Term:** Fall 2025

**Meeting Time:** None; Online course

**Location:** None; Online course

### Professor Contact Information

Email: [mpedigo@utdallas.edu](mailto:mpedigo@utdallas.edu)

Office hours: Virtual – Email me if we need to schedule a call.

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### Course Prerequisites, Co-requisites, and/or Other Restrictions

Prerequisite: None.

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### Course Description

This course provides a broad-based introduction to entrepreneurship. The course activities will include evaluating commercial potential of business ideas and opportunities, researching markets and competition, understanding the importance of patents and copyrights, developing a business plan, acquiring resources, avoiding pitfalls, and financing the start-up. Participants in the course will explore the mindset, considerations, realities, and real-world methods associated with the process of launching a new enterprise. Whether simply desiring to learn more about entrepreneurship or desiring to launch an enterprise, the course will provide know-how and tools to be more effective in the entrepreneurial process.

This is a team-based course that will permit groups of students to develop portions of a business plan presentation piece-by-piece. Both team and individual assignments will be required. A team project focused on the creation of an investor overview for a new business opportunity (including backup slides equivalent to preparing most of a business plan) will comprise a major part of the course.

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### Student Learning Objectives/Outcomes

Upon successful completion of this course, students will:

- Analyze and evaluate the foundational principles of entrepreneurship, including entrepreneurial characteristics, creativity techniques, sources of ideas, types of risk involved in starting a business, and develop a value proposition and business model for an enterprise.
  - Distinguish among the major types of intellectual property such as patents, trademarks, trade secrets, and copyrights and evaluate when to apply each type.
  - Work in a team setting to analyze and evaluate a business concept and apply the key principles of entrepreneurship in the preparation of an investor overview for a new business opportunity.
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### Required Textbook:

- Kawasaki, Guy, *Art of the Start 2.0*, Penguin Group, ISBN 978-1-59184-784-7 (hardback) or ISBN 978-0-241-18726-5 (Paperback version)

Textbooks and some other bookstore materials can be ordered online or purchased at the [UT Dallas Bookstore](#).

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## **Technical Requirements**

In addition to a confident level of computer and Internet literacy, certain minimum technical requirements must be met to enable a successful learning experience. Please review the important technical requirements on the [Getting Started with eLearning](#) webpage.

## **Course Access and Navigation**

To access the learning modules in the course, you must first complete the Virtual Learning Launchpad in eLearning. Follow these instructions: [Student JSOM Virtual Learning Launchpad Instructions](#)

The certificate must be completed each academic year and uploaded each semester for all synchronous / asynchronous courses. The Launchpad will be available before this course starts.

This course can be accessed using your UT Dallas NetID account on the [eLearning](#) website.

Please see the course access and navigation section of the [Getting Started with eLearning](#) webpage for more information.

To become familiar with the eLearning tool, please see the [Student eLearning Tutorials](#) webpage.

UT Dallas provides eLearning technical support 24 hours a day, 7 days a week. The [eLearning Support Center](#) includes a toll-free telephone number for immediate assistance (1-866-588-3192), email request service, and an online chat service.

## **Communication**

This course utilizes online tools for interaction and communication. Some external communication tools such as regular email and a web conferencing tool may also be used during the semester. For more details, please visit the [Student eLearning Tutorials](#) webpage for video demonstrations on eLearning tools.

Student emails and discussion board messages to the instructor will be answered within 2 working days under normal circumstances.

## **Distance Learning Student Resources**

Online students have access to resources including the McDermott Library, Academic Advising, The Office of Student AccessAbility, and many others. Please see the [eLearning Current Students](#) webpage for more information.

## **Server Unavailability or Other Technical Difficulties**

The University is committed to providing a reliable learning management system to all users. However, in the event of any unexpected server outage or any unusual technical difficulty which prevents students from completing a time sensitive assessment activity, the instructor will provide an appropriate accommodation based on the situation. Students should immediately report any problems to the instructor and also contact the online [eLearning Help Desk](#). The instructor and the eLearning Help Desk will work with the student to resolve any issues at the earliest possible time.

## **Class Recordings**

Students are expected to follow appropriate University policies and maintain the security of passwords used to access recorded lectures. Unless the Office of Student AccessAbility has approved the student to record the instruction, students are expressly prohibited from recording any part of this course. Recordings may not be published, reproduced, or shared with those not in the class, or uploaded to other online environments except to implement an approved Office of Student AccessAbility accommodation. Failure to comply with these University requirements is a violation of the [Student Code of Conduct](#).

## Assignments and Academic Calendar

Unit	Date (Assignments are due at 11:30 pm on Tuesday evenings)	Description	Comments	Guest Lectures	Video
1a	8/26/25	Course Overview			iLumi Shark Tank Excerpt
1b	8/26/25	Introduction to Entrepreneurship; Nature of Entrepreneurs; Entrepreneurial Characteristics	Students post self-introductions online. Discuss the lecture and iLumi Shark Tank clip online.	None	None
2a	9/2/25	Entrepreneurial Trends Entrepreneurial Mindset Inventors versus Entrepreneurs	Discuss lecture	None	None
2b	9/2/25	Business Plans, Opportunity Identification	Discuss lecture	None	None
2c	9/2/25	Online video of the prior UTD Business Idea Competition	Discuss selected BIC presentations	None	Video recording of a prior UTD BIC
3a	9/9/25	Feasibility Analysis; Discuss lecture and guest lecture. Last week to come up with a business concept for the elevator pitch due next week.	Discuss lecture	None	None
3b	9/9/25	Guest lecture	Discuss guest lecture	Brian Hoang	None
4 and 5	9/16/25	Individual Written Elevator Pitches are prepared in Word format and pasted into the discussion board to create a new thread for each student. The Word version of your elevator pitch is due today.	WA2 is due today from each student! Discuss the elevator pitches online.	None	None
6a	9/23/25	Minimal Viable Product, Introduction to Creativity	Last day to sign up for a team (or get randomly assigned to one). Discuss the lecture and the IDEO Video.	None	IDEO
6b	9/23/25	Guest lecture	Last day to sign up for a team (or get randomly assigned to one). Discuss guest lecture.	Lucas Rodriguez	None
7a	9/30/25	Entrepreneurial Strategy, Business Models, and	Discuss the lecture and Train A Cat video.	None	None
7b	9/30/25	Guest lecture	Discuss guest lecture	Lea Ellermeier	None
8a	10/7/25	IP Guest lecture	Discuss guest lecture	Ryan Johnson	None
8b	10/7/25	Patent tips for the entrepreneur	Discuss the brief lecture	None	None
8c	10/7/25	Non-IP Legal Topics	Discuss the lecture and the Ava the Elephant video	None	Ava the Elephant
9	10/14/25	Exam 1 - Exam will be given using the Responders Test Tool in eLearning. Team time to work on your WA3 project for the rest of this week. No online discussion this week.	Exam 1 is ONLY offered for one day on 10/14/25, so you must complete the exam on 10/14/25. No makeup exams. No other activity for Unit 9 other than Exam 1.	None	None
10	10/21/25	Organizational Plan	Discuss lecture	None	None
11	10/28/25	WA3 Due - Audio Over PowerPoint recordings of Group Presentations are due from each team. We will watch and discuss all of the group presentations this week. Format for the presentation must be Audio Over PowerPoint.	Signed IP Agreement is due from EACH student by 10/28/25. There are significant penalties for not turning in the "SIGNED" IP Agreement in, including penalty points for turning it in late and ultimately a zero on the WA3 and WA4 assignments. WA 3 is due from all groups- Upload an Audio Over PowerPoint presentation. Presentations should be ~10 minutes in length. Be sure to cover all material listed in the rubric (see S02b and S02b addendum lectures).	None	None
12a	11/4/25	Marketing Plan	Discuss the lecture	None	None
12b	11/4/25	Financial Plan abbreviated	Discuss the lecture	None	None
12c	11/4/25	Sources of Capital	Discuss the lecture	None	None
12d	11/4/25	Guest lecture	Discuss the guest lecture	John Jagers	None
13	11/11/25	Teaming and Board of Directors	Discuss the lecture and videos.	None	Kawasaki
14	11/18/25	Exam 2 - Exam will be given using the Responders Test Tool in eLearning. Team time to work on your WA4 project for the rest of the week. No online discussion this week.	Exam 2 is ONLY offered for one day on 11/18/25, so you must complete the exam on 11/18/25. No makeup exams. No other activity for Unit 14 other than Exam 2.	None	
-	11/24 - 11/28	Fall Break			
-	12/2/25	No activity this week. Work on the WA4 assignment.	None	None	None
15	12/9/25	WA4 Due - Audio Over PowerPoint recordings of Group Presentations. Turn in the assignment to the drop box. No online discussion this week.  Optional Peer Evaluations are due if you are turning a peer evaluation in.	WA 4 is due from all groups- Upload an Audio Over PowerPoint presentation via the assignment drop box. Presentations should be ~15 minutes in length. Be sure to cover all the material in the rubric (see S02b and S02b addendum lectures). The Optional Peer evaluations are also due (turn into the assignment drop box or email to me via UTD email or the message system in eLearning).	None	

**Note:** The course schedule and content are flexible, and changes may be made at the discretion of the instructor. If changes are made, they will be communicated using email or the message system in eLearning. For the written assignments, like WA2, WA3 and WA4, the due date is the date the assignments must be turned in by. For the lectures and guest lectures, the “due date” means the date when you should watch the lectures by. In general, items are due on Tuesday evenings and discussion of the material will start the next morning about 10:00 am on Wednesday and run through 5:00 pm on Sunday each week.

## Grading Policy

Grades will be based on team and individual work assignments (WA's), exams, peer evaluation, and your attendance and contributions to class discussions. Advance preparation and enthusiastic participation in class discussions is an important part of the learning experience in this course and will be evaluated.

The assignments, due dates, rough idea of the page limits, and their relative weight in determining your final grade are summarized in the table below:

Assignment	Due Date	Team or Individual	Length (pages)	Form	Grading Weight
<b>WA #1:</b> Come up with one or two ideas for a new business and consider the market size, the concept, advantages and potential to make money. <u>No written submittal or deliverable for WA1, just come up with at least one idea for a new business.</u>	None	Individual	N/A	Your personal notes	N/A
<b>WA #2:</b> Individual Written Elevator Pitch that is submitted in Word format online. <u>No audio or slides, just a written description of your concept.</u> The written elevator pitch will cover your best idea for a new business. <u>Discuss the business concept, advantages, market size, and potential to make money.</u>  Concepts will be discussed online for one week (Unit 4), with class voting on the best concepts at the end of the week after the assignment is due.	9/16/25			1-2 Page Word document	Part of Participation Grade Only
<b>Team Sign Up Due</b>	9/23/25	Individual	N/A	Sign Up Sheet	N/A
<b>Exam 1 (The Exam is only offered for one day).</b>	10/14/25	Individual		Online	15%
<b>WA #3</b> Team Presentation: First Half of Investor Overview Presentation. <u>Each group will record Audio over PowerPoint.</u> You can use the "insert audio" tool in PowerPoint for this assignment. The recording must have audio for each presented slide and allow each group member to present by recording content for their portion of the group project. Each group presentation will be discussed on the online discussion board. The required format is audio inserted into PowerPoint. <u>The "SIGNED" IP Agreement is also due from EACH student. The IP Agreement must be signed with your first and last names (your full legal name). Signing with just your initials or just your first name or last name only is not acceptable. There are significant penalties for not turning the signed IP Agreement in on time, including penalty points and ultimately a zero on the WA3 and WA4 assignments.</u>	10/28/25	Team	~7 – 8 with a few additional backup slides	Audio Over PowerPoint	20%*
<b>Exam 2 (The Exam is only offered for one day)</b>	11/18/25	Individual		Online	15%
<b>WA #4- Team Presentation-</b> Complete Investor Overview Presentation. <u>The required format is Audio over PowerPoint.</u> Since the WA4 assignment is due at the end of the semester, there will not be any online discussion of this assignment.	12/9/25	Team	~12 with a few additional backup slides	Audio Over PowerPoint	30%*
<b>Individual Peer Evaluation by Team Members (Optional)</b>	12/9/25	Individual			N/A*
<b>Class Participation</b>		Individual			20%
<b>*Peer evaluations will impact grades on all group assignments—see guidelines below.</b>					100%

**GRADE SCALE:** A = 90% OR GREATER; B = 80% TO 89%; C = 70% TO 79%; D = 60% TO 69%; F = < 60%  
Numerical grade will be rounded. 0.5 or higher will be rounded up, 0.49 or lower will be rounded down, so 89.5 will round to 90 = A, and 89.4 will round to 89 = B. **No “pluses” or “minuses” will be used for this course.**

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## Course and Instructor Policies Self-Introduction

Each student should post a Self-Introduction in the Team section of eLearning the first few days of class. Discuss your major, background and interests. This information will help with the formation of groups for the course.

## Communication

Since this is an online course it is very important to read all of the messages that I send out and to read other information loaded in eLearning, such as under the Team Projects folder. I have tried to make the syllabus clear, but the information in the syllabus may be enhanced by information communicated by message.

It is also fine to ask questions on any of the assignments or any aspects of the course that are confusing. If we were meeting in a classroom, you'd just raise your hand to ask a question, but the equivalent for this course is sending me a message or email to ask. There are no dumb questions, so please ask.

## Formation of Teams

Much of the work in this course will be performed in teams. The class will be divided into small teams of usually 3-8 members during the first few weeks of the course (exact number of students may vary by team). Students will have the chance to select their own teams over the first ~4 weeks, and those without teams at that time will be assigned to teams by the instructor. **Please note, the team size impacts the amount of work each team member will need to do and how easy it is to coordinate between team members. As we work to finalize the team composition, please let me know if you want to combine groups to be in a larger team or if you want to be assigned to a smaller team.** The projects require close coordination with your team members, and a wide range of skills, including some knowledge of finance and accounting. Therefore, it is important that you select your teams to include a diverse set of skills. The team members will be collectively responsible for completing each of the Team Project assignments, and having one team member submit each assignment on behalf of the entire team. The grades earned on Team Projects will be assigned equally to each group member, subject to individual adjustment based on the instructor's assessment of the student's presentation and based on the Peer Evaluation inputs (each team member must contribute equally based on their peer evaluation to qualify for the full team grade—as described in the peer evaluation note). The instructor may require all students to present, or if not, those that do not present will receive the team grade, and presenters will receive the team grade subject to adjustment by the instructor (with all grades adjusted for peer evaluation). Students must sign up for a team online no later than **9/23/25**.

## Lecture Notes

The MS PowerPoint slides used in lectures and other course-related materials will generally be posted on [eLearning](#). You should be able to access eLearning with your NetID and password. Call computer services at (972) 883-2911 if you need assistance.

- **Team Projects** - Team members will be collectively responsible for completing each of the team projects listed in this Syllabus. The grades earned on team projects will be assigned equally to each team member, subject to adjustment based on each student's Peer Evaluation inputs. More information on Team Projects is provided on the eLearning Team Projects Folder.
- **Peer Evaluation** – An optional peer evaluation process will be utilized to adjust individual grades on all team assignments. The peer evaluation form (provided in the Team Project Section of eLearning) should be completed individually and either emailed through eLearning by or before **12/9/25**. Late inputs of peer evaluations may or may not be accepted at the discretion of the instructor.

## Written Assignments

- **Evaluation** – Fifty percent (50%) of your grade will be based on team assignments, with 30% based on exams, and the remaining 20% based on class participation.
- **Identification of Assignments** - All submitted assignments should be identified at the top of the first page with: (a) the team name, (b) the names of the team members, (c) the course designation, and (d) the assignment number (WA # 3, etc.).
- **Format** - **Written assignments (i.e., WA2, 3 and WA4) must be submitted electronically.**

- For WA2, submit as a Word file.
- Each group's business concept for WA3 and WA4 assignments must be chosen from the elevator pitch concepts from their own group, unless they get written permission from the professor to use another concept.
- For WA3 and WA4, build your slides using Microsoft PowerPoint (ppt) format (you need to turn in an Audio Over PowerPoint file - do not use Prezi, PDF, Google Docs, MP4, or any other format other than Audio Over PowerPoint). Do not turn in any assignment that requires logging it to access the file, so do **NOT** submit a link to Box, CometSpace, etc.
- For WA3 and WA4, students will work with their group to record their presentation using Audio over PowerPoint. No other format is allowed.
- For WA3 and WA4, Inputs should be professional in nature. The use of charts and exhibits is encouraged, to the extent that they help you make your points. Footnote the sources for any information that is included in the WA3 and WA4 investor overview presentations. A summary of the list of references and support for your assumptions should also be included in backup slides.
- We will discuss WA3 and WA4 in more detail in the S02b lecture and the S02b addendum lecture. Please be sure to look at the S02b lecture and addendum and the team projects folder in eLearning for more information. The S02b lecture also includes the rubrics for the WA3 and WA4 assignments.
- Assignment Submission, Due Dates and Late Policy - Written assignments must be submitted via eLearning prior to the beginning of class period on the date they are due. Team assignments are to be submitted only by one member of the team, on behalf of the entire team. Late assignments may be significantly penalized, so be on time!

#### **Required Student IP Agreement for WA3 and WA4**

- As we form groups, students will be required to sign an Intellectual Property Agreement indicating that, at the end of the semester, if a student does not want to pursue actually launching the company, they agree to:
  - surrender any rights in the concept to other students on the team if they want to launch, and
  - not block or impede the other students from launching the company in any way
- Please keep the above in mind as you brainstorm ideas and share business concept ideas during the course.
- If you have an idea that you are not willing to potentially surrender rights to, do not offer it up during class.
- Failure to sign and return the IP agreement by the due date will result in you receiving a zero for both the WA3 and WA4 assignments at the end of the semester (and late penalty points on the WA3 and/or WA4 assignments if you turn the signed IP Agreement in late).
- The IP Agreement must be signed with your first and last name (your full legal name). Signing with just your initials or your first name or just your last name only is not acceptable.
- In summary, it is not possible to pass this course without signing the IP Agreement, so please sign this and **turn it in on time.**

#### **Exams**

- Questions on exams will require multiple choice and/or true/false responses. Exams will be conducted online using the Responder's Test Tool in eLearning.
- Makeup exams are not available, so do not miss taking an exam.
- HonorLock is an online remote proctoring tool that is required for all exams. It integrates seamlessly with Blackboard via a Chrome Extension.
- More information about HonorLock is available at: [UT Dallas' HonorLock webpage](#)

#### **Class Participation**

- Twenty percent (20%) of your grade will be based on participating in online discussions and/or active participation in class discussions and exercises, potentially including take home exercises. Unless otherwise communicated by the instructor via message in the course, it will take two value-adding posts each week to receive full participation credit. Unless changed by the instructor during the course, a summary of posting rules is provided below.
  - It will take two value-adding posts each week to get full credit (i.e., a 100) for participation for that unit. Answering two questions in one post is not the same as participating actively in two posts in separate threads during the week.
  - In addition to the posting rule above, you may receive penalty points if you do not respond to questions from the professor. For the Elevator Pitch and WA3 assignments, the group may also receive penalty points for not answering reasonable questions asked by other students.

- Multiple discussion questions will typically be posted each week in a series of threads that relate to the material covered in each unit. I will typically post 3-4 questions per thread, so if you only answer one question in one thread, I will likely discount your post as 1/2 a post since it was not complete. You don't necessarily need to answer all 3-4 questions in a thread, but do not answer just one question in a thread (if you want to get full credit for that post). If there is only one question in the thread, then answering that one question will count as a full post. So, in summary, if there is more than one question posted in a thread, then answer more than one question in that post or post twice as much if you want to get full credit.
- In terms of posting, try to add new information to the thread each time. So, for example, if a question has already been answered, the post would be discounted if you repeat the same answer. It takes 2 "value adding" posts to get full credit. Value adding, means you add value in your response that has not already been covered.
- If you are posting information on the discussion board that goes beyond what was covered in class, list the source of the information in your post.
- For the units we discuss online, the discussion will be active from Wednesday morning until 5:00 PM on Sunday each week. Do not make late posts to the discussion board after the 5:00 PM cutoff. If you missed the current week's discussion completely (i.e., you got a zero for the current week), you can still EMAIL me late comments on the unit for partial credit over the following week. You need to email me any late comments if you want to get partial credit instead of posting on the old discussion board, since old posts are disruptive to other students and usually don't add that much value. So, email me if you have late comments.
- Failure to follow directions, including those communicated by message in the course or otherwise engaging in activities that detract from the course, may result in penalty points. For example, making inappropriate comments on the discussion board or posting comments after the unit cutoff at 5:00 PM on Sunday each week or other inappropriate activity may result in a reduction of your participation grade in the course.
- Class participation will be tracked. From time to time, it may be necessary to miss online participation due to illness or personal matters. Inform the instructor in advance of these absences.
- If UTD runs a Big Idea Competition in the semester you are taking this course, the professor may or may not require each group to participate in the BIC. (This depends on whether a BIC competition is offered and what the specific deadlines are for submitting an application to the BIC). If you are required to participate, ~5% of each student's participation grade will be tied to their group submitting a reasonable application to the Big Idea Competition. If groups are required to participate in the BIC, the professor will communicate this to all students via email or the message system in eLearning.
- Attendance at or volunteering in support of the events/activities sponsored by the Institute for Innovation and Entrepreneurship (like attending the finals of the Big Idea Competition or Entrepreneurship Club events) will count as bonus points towards the participation grade for this course. Each student will be responsible for signing up at each event so there is a written record of your attendance. In order to get credit, you will need to notify me by email or via message through eLearning to let me know what event you attended.

## Comet Creed

This creed was voted on by the UT Dallas student body in 2014. It is a standard that Comets choose to live by and encourage others to do the same:

*"As a Comet, I pledge honesty, integrity, and service in all that I do."*

## Academic Support Resources

The information contained in the following link lists the University's academic support resources for all students.

Please go to [Academic Support Resources](#) webpage for these policies.

## UT Dallas Syllabus Policies and Procedures

The information contained in the following link constitutes the University's policies and procedures segment of the course syllabus.

Please go to [UT Dallas Syllabus Policies](#) webpage for these policies.

***The descriptions and timelines contained in this syllabus are subject to change at the discretion of the Professor.***

## OPTIONAL PEER EVALUATION FORM

### INSTRUCTIONS

The optional peer evaluation process is intended to provide group members with an opportunity to contribute to the evaluation of the performance of your team members on group activities. On the form below, you may rate the performance and contributions of your team members (including yourself) in the preparation of the group assignments. Instructions follow:

1. Enter the names of your group members (alphabetically by last name). Include yourself.
2. Evaluate each assignment separately. Each team member will begin with 100 points on each assignment.
3. You may reallocate the total number of points among team members **within a range of 80 to 120 points for each individual**, based on their contributions to the group effort on that assignment.
4. The total number of points allocated on any single assignment must equal 100 times the number of members of the team. If you have four members on the team, the total for each column should be equal to 400.
5. I will calculate an overall assessment as a weighted average of the individual ratings, using the percentage weights indicated below.

Please sign your evaluation at the bottom of the page, and **message it to me through the eLearning System by 12/9/25**.

### PEER EVALUATION

	Group Member (List Alphabetically)	WA3	WA4
1		100%	100%
2		100%	100%
3		100%	100%
4		100%	100%
5		100%	100%
6		100%	100%
7		100%	100%
		700%	700%

### COMMENTS

Group Member	Comments (please support and justify any assessment below 90% or above 110%). Continue on reverse if necessary.
1	
2	
3	
4	
5	
6	
7	

Team # \_\_\_\_\_

Your Name \_\_\_\_\_

Signature \_\_\_\_\_