

# ***Innovation & Entrepreneurship***

## **ENTP 3301**

**SPRING 2026**

**Monday & Wednesday 4-5:15pm**

**Classroom:** JSOM 2.102

**Instructor:** Chris Bhatti

**Office Hours:** (ECSW 4.110) Appointment Only, [cbhatti@utdallas.edu](mailto:cbhatti@utdallas.edu)

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**Course Prerequisites:** Sophomore standing.

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### **Course Description**

This course provides a real-world broad-based business education focused on entrepreneurial efforts and corporate internal innovation groups. It is highly experiential and relies heavily on team-based work, just like any real startup or corporate development team. Student teams will create a product idea and the course will revolve around developing that idea into a fundable business through a “learn-by-doing” process of crafting executive summaries, business models, business plans, and the all-important business pitch and investor presentation.

Lectures and coursework will be heavily based in real-world examples and processes.

By the end of the course, students will have learned how to successfully present a business startup, idea, or product concept to an investor, banker, executive corporate decision maker, or at a student business competition.

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, corporate product development, or desiring to launch an enterprise, the course will provide know-how and tools to be more effective in the entrepreneurial and business innovation process.

This is a team-based course that will rely on groups of students developing 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 the major part of the course.

This course will be composed of students from both the School of Management as well as the School of Engineering and other science and arts disciplines, providing an excellent opportunity for students to learn from each other and share their respective knowledge, backgrounds and skill sets for the benefit of the group, just like in real life.

Additional UTD Syllabus Policies are located at: <https://go.utdallas.edu/syllabus-policies>

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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.
- Develop a business or entrepreneurial minded team that focuses on effectively developing and managing a team, developing processes and focusing on design process that leads to a unique product that solves a problem and creates value.
- 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:

- **Art of the Start 2.0, Guy Kawasaki. ISBN 978-1591847847; Reissue edition (March 3, 2015)**

We have evaluated numerous entrepreneurship training books and we find Guy Kawasaki's "Art of the Start 2.0" to be a highly effective, easy-to-read, as well as affordable book that students will want to keep and refer back to long after graduation.

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### GRADING POLICIES

- All assignments must be turned in on the date they are due or otherwise specified. Late assignments may be penalized with a drop in scoring.
- To appeal a grade, submit a request explaining your position (along with the original assignment) within 7 calendar days of receiving your grade. Document your points with the appropriate course material. After reviewing your explanation, I will either award you additional points or schedule a meeting with you to discuss the disputed issue(s). I reserve the right to re-grade the entire assignment when an appeal is submitted. This can result in a lower grade.
- Cheating in any form will be prosecuted to the fullest extent permitted by the university.
- Plagiarism occurs when you use another's intellectual property (words or ideas) and do not acknowledge that you have done so. Plagiarism is a very serious offense. If it is found that you have plagiarized—deliberately or inadvertently—you will face serious consequences. Seriously, don't do it.
- The best way to avoid plagiarism is to cite your sources, both within the body of your assignment and/or in a bibliography of sources you used at the end of your document.
- Internet Research: Materials gathered through research via the Internet must be cited in the same manner as more traditionally published material. Lack of such citation constitutes plagiarism.
- The weighted average score calculated from the course requirements will be converted into a grade using the follow cut-off points:

60-63 D-	63.1-66 D	66.1-69 D+	70-73 C-	73.1-76 C	76.1-79 C+
80-83 B-	83.1-86 B	86.1-89 B+	90-93 A-	93.1-96 A	96.1-100 A+

### ASSIGNMENTS & GRADE WEIGHTS

Midterm Presentation	15%
Midterm Exam	15%
Final Exam	25%
Final Presentation	25%
Participation	20% (Attendance, Peer evaluation, Class Participation)
<b>TOTAL</b>	<b>100%</b>

Participation: Your participation grade is based on attendance, active participation in our class discussions, and completing individual and team assignments when. Your engagement and active participation in the course will play a key part in your successful learning.

- a. Attendance is MANDATORY
- b. This course will not be recorded and recordings are not allowed
- c. Unless otherwise noted by the professor, every class will be conducted in-person
- d. You are expected to attend every class on time, stay to the end of the period, and participate in assignments and in-class discussions. I will excuse absences only in the case of **documented** illness, family emergency, religious observance, or civic obligation.
- e. If you will miss class for religious observance or civic obligation, you must inform me no later than the first week of class.