

ENTREPRENEURSHIP

ENTP 3301.001 & ENTP 3301.002

Fall Semester 2015 Class meetings/locations: Mondays and Wednesdays 10:00am – 11:15am (JSOM 1.102) 2:30pm – 3:45pm (JSOM 2.717) Final Presentations: December 2, 7, & 9, 2015	Professor: Emily W. Choi, Ph.D. Office: JSOM 4.225 Email: ewchoi@utdallas.edu Phone: (972) 883-6041 (office) Office Hours: 12-2pm Wednesdays
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COURSE DESCRIPTION:

This course provides a broad-based introduction to entrepreneurship. The main focus of this course is to layout the foundations to form a new venture. The new venture may be a startup business or a new profit center within an existing business. You will form teams to develop the product and/or service concepts, evaluate the commercial potential of the idea and opportunity, research its market and competition, understand the importance of patents and copyrights, develop a pitch to investors, learn steps to acquire resources, avoid pitfalls, and finance the venture. Participants in the course will explore the mindset, considerations, realities, and real-world methods associated with the process of launching a new venture. Though the course is designed around the entrepreneurship process, it is also designed to provide know-how and tools to be more effective in developing and articulating your ideas to succeed in all aspects of your career.

This is a team-based course that will require groups of students to develop portions of a business presentation piece-by-piece. 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.

STUDENT LEARNING OBJECTIVES/OUTCOMES

Upon successful completion of this course, students will:

- Understand entrepreneurial characteristics and abilities, how to recognize and evaluate business opportunities, as well as foundational principles, rewards and realities of entrepreneurship, including examples of social entrepreneurship and ethical dilemmas an entrepreneur may face
- Understand how ideas are generated and how they can best be articulated in a compelling way to a relevant audience
- Use tools of analysis to effectively assess the viability and attractiveness of a new business opportunity
- Learn the concepts and framework necessary to create a business model
- Gain an appreciation for and the skills required to work in teams to develop a business idea and to prepare an investor overview of the business opportunity

REQUIRED TEXTBOOK AND MATERIALS

- Barringer, Bruce R., and R. Duane Ireland. *Entrepreneurship: Successfully Launching New Ventures*, 4th ed. Boston:Pearson, 2011. ISBN 978-0132555524.

ELEARNING

To download power point slides and other information about this class, please use eLearning (elearning.utdallas.edu). eLearning will also be the method of communication regarding upcoming events, changes to the syllabus, and grades. Also, please send your direct emails through eLearning, otherwise I will not respond to you.

COURSE REQUIREMENTS AND GRADING POLICY:

- 1) Participation (30%): Your participation grade is based on attendance and active participation. 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 serious illness, family emergency, religious observance, or civic obligation. If you will miss class for religious observance or civic obligation, you must inform me no later than the first week of class.

Participation grades also include three specific assignments: 1) Your individual idea “pitch” 2) attendance and idea submission to the 2015 UTD Business Idea Competition and 3) “You be the VC” analysis. **Individual idea pitch** – Each of you will come up with a concept for a new product or service and present it to the class in the form of a 90 second elevator pitch. The dates for individual pitches will be **September 14, 16, and 21**. It is highly recommended that you put your idea in writing to help you become clearer about your idea. After listening to all the business opportunities, the class will then choose which ones will be turned into full-fledged business models and form teams on **September 23rd** around those chosen opportunities.

2015 UTD Business Idea Competition – Participating in the UT Dallas Business Idea Competition (BIC) in the fall semester will count as 5% of the total participation grade for this course. Student teams that are formed in this course can enter and participate in the BIC together as a team using the team project, or students can enter individually with a different business concept if they prefer.

“You be the VC” analysis – You will act as a venture capitalist and evaluate 5 new ventures discussed in the textbook. Please use the VC scorecard form posted in eLearning to organize your analysis and recommendation to fund or not fund the new venture. The analysis should reflect critical thinking and thoughtful logic. Each analysis should be uploaded to the homework folder for your class before class begins. Each analysis will be given full credit if it reflects critical thinking and is handed in on time and no credit if it does not.

- 2) Two exams (40% total: Exam 1=20%, Exam 2=20%): There will be 2 exams during class time. They will be closed book exams. The first one will be on **October 14th**, and the second noncumulative one will be on **November 30th**. They will be multiple choice and short answers. Please plan on the exam dates. **There will be no make-up exams nor will it be given early.**
- 3) Final Presentation (30%): The bulk of your work in this class will be preparing your team’s presentation content, which will be a business model/overview of their venture. The presentation content should be viewed as the *basis* of a 30-35 page business plan. In other words, with more work (e.g., research, market testing, more financial details) you should be able to convert the content from your presentation into a full-fledge business plan. Each team will present their business model/overview of their venture in 10 minutes. Plus, each team will turn in their final presentation with slide notes.

The first draft of the presentation slides will be submitted to me for feedback on the day of your practice presentations (**Oct. 26, 28 or Nov. 2**). Feedback from your classmates and me will be useful to produce a high quality new venture proposal and strengthen the final draft of the presentation. At the end of the semester, each team will present their business model/overview to a funding panel comprising of local entrepreneurs, experts, and executives. The funding panel will provide each team with valuable feedback. The panel’s analysis of your presentation will also help determine your presentation grade. A general structure of the presentation will be available on eLearning.

You will also have the opportunity to evaluate the relative contributions of your teammates (and yourself) at the end of the semester. Relatively lower peer evaluations will decrease your individual

grade on the final presentation grade. The team evaluations will be due on **December 10 by midnight in eLearning**.

FORMATION OF TEAMS

The team project (i.e., presentation) is an important part of this course and will be determine a significant portion of your grade. You will form teams with 4 other students (total number in a team will be 5). You may either self select your team members or ask me to assemble your team. The project requires close coordination with your team members, and a wide range of skills, including some marketing and basic finance and accounting. Therefore, it is important that you select your teams to include a diverse set of skills. The grades earned on the presentation are subject to individual adjustment based on the assessment of the team presentation and based on the peer evaluation inputs. In other words, team members must contribute equally based on their peer evaluation to qualify for the full team grade.

MORE ON GRADING POLICIES

- All assignments must be turned in by the beginning of class in eLearning on the date they are due or otherwise specified. Late assignments will be penalized by 5 points for each calendar day they are late.
- To appeal a grade, submit a typewritten 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.
- The best way to avoid plagiarism is to cite your sources, both within the body of your assignment and 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:

96.7	A+	93.3	A	90	A-
86.7	B+	83.3	B	80	B-
76.7	C+	73.3	C	70	C-
66.7	D+	63.3	D	60	D-

Additionally, a curve may be applied to these scores.

LAPTOP/INTERNET CONNECTED DEVICE

A mutually supportive learning environment depends on active attention and engagement. For this reason, no laptop (or Internet connected device – e.g., an iPad or iPhone) use is allowed during classroom lectures, discussions and presentations. The value of legitimate use of laptops is far outweighed by the distraction that they create for your classmates and the overall learning environment.

COURSE OUTLINE

Unless otherwise noted, chapters and cases should be read BEFORE the class session for which they are assigned.

Date	Topic	Readings/Assignments /Deliverables
Session 01 Aug. 24	Overview of Course Introduction to Entrepreneurship	
PART 1: Do you have a good idea?		
Session 02 Aug. 26	Introduction to Entrepreneurship (continued) How Ideas are Pitched	Text: Chapter 1
Session 03 Aug. 31	Recognizing Opportunities and Generating Ideas	Text: Chapter 2
Session 04 Sept. 2	Generating Ideas (continued)	
Sept. 7	No class - Labor Day	
Sept. 9	No class	Watch IDEO
Sept. 11	Business Idea Competition kick-off	Attend BIC Kick-off 4-6pm Davidson Auditorium
Session 05 Sept. 14	Individual Pitches	90 seconds each
Session 06 Sept. 16	Individual Pitches	90 seconds each
Session 07 Sept. 21	Individual Pitches	90 seconds each
Session 08 Sept. 23	Form Teams	
Session 09 Sept. 28	Team Time	Submit BIC proposal Print proposal and hand in to Prof.
PART 2: Developing your idea		
Session 10 Sept. 30	Feasibility Analysis Overview of a Business Plan	Text: Chapter 3 Text: Chapter 4
Session 11 Oct. 5	Team Time	You be the VC - 1
Session 12 Oct. 7	Industry and Competitor Analysis	Text: Chapter 5

Date	Topic	Readings/Assignments /Deliverables
Session 13 Oct. 12	Developing an Effective Business Model	Text: Chapter 6 You be the VC - 2
Session 14 Oct. 14	Exam 1	Exam 1 covers Chapters 1-6
Session 15 Oct. 19	Intellectual Property	Text: Chapter 12
Session 16 Oct. 21	Team Time	You be the VC - 3
Session 17 Oct. 26	Practice Presentations	Team presentations (7 minutes) Class feedback (7 minutes) First draft presentations due
Session 18 Oct. 28	Practice Presentations	Team presentations (7 minutes) Class feedback (7 minutes) First draft presentations due
Session 19 Nov. 2	Practice Presentations	Team presentations (7 minutes) Class feedback (7 minutes) First draft presentations due
	PART 3: Moving your idea to an entrepreneurial organization	
Session 20 Nov. 4	Preparing the Proper and Ethical and Legal Foundation	Text: Chapter 7 You be the VC - 4
Session 21 Nov. 9	Assessing a New Venture's Financial Strength and Viability	Text: Chapter 8
Session 22 Nov. 11	Getting Financing or Funding	Text: Chapter 10
Session 23 Nov. 16	Building a New Venture Team Unique Marketing Issues	Text: Chapter 9 & 11 You be the VC - 5
Session 24 Nov. 18	Exiting the Venture	
Nov. 23, 25	No class – Thanksgiving Holiday	
Session 25 Nov. 30	Exam 2	Exam 2 covers Chapters 7-12
	PART 4: Presenting... your new venture idea!	
Session 26	Final Presentations	Turn in presentation slides

Date	Topic	Readings/Assignments /Deliverables
Dec. 2	(10 min. presentation, 5 min. Q&A)	Present to a Funding Panel
Session 27 Dec. 7	Final Presentations	Turn in presentation slides Present to a Funding Panel
Session 28 Dec. 9	Final Presentations	Turn in presentation slides Present to a Funding Panel

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 <http://go.utdallas.edu/syllabus-policies> for these policies.

The descriptions and timelines contained in this syllabus are subject to change due to unforeseen circumstances. Changes are at the discretion of the Professor.