



# INNOVATION AND ENTREPRENEURSHIP

ENTP 3301.0U1

Summer 2016

<b>Class Meeting:</b> Tue/Thur, 12:30-2:45 p.m., JSOM 2.107 <b>Final Presentations:</b> July 28 and August 2, 2016 <b>Office Hours:</b> After class or by appointment	<b>Robert G. Wright</b> <b>Office:</b> JSOM 4.102 <b>Email:</b> <a href="mailto:rgw091000@utdallas.edu">rgw091000@utdallas.edu</a> <b>Phone:</b> Office: (214) 695-3747
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## COURSE OBJECTIVES:

This course provides a broad-based introduction to entrepreneurship. The main focus of this course is to lay out 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 focus is on the entrepreneurship process, the design of the course is to provide know-how and tools to be more effective in developing and articulating your ideas 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.

## LEARNING OBJECTIVES:

Upon successful completion of this course, students will:

- Understand and be able to describe the foundational principles of entrepreneurship, including entrepreneurial characteristics, creativity techniques, sources of ideas, types of risk involved in starting a business, and how to develop a value proposition and business model for a business.
- Distinguish between the major forms of intellectual property such as patents, trademarks, trade secrets, and copyrights and when to use 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.

## REQUIRED COURSE MATERIALS

- Barringer, Bruce R., and R. Duane Ireland, *Entrepreneurship: Successfully Launching New Ventures*. (Boston): 4<sup>th</sup> Edition, 2011. Pearson Prentice Hall. ISBN 978-0-13-255552-4.

## LECTURE NOTES

PowerPoint slides and other course-related materials will general be posted on eLearning (<https://elearning.utdallas.edu/>) under course ID ENTP 3301.5U1. You should be able to access eLearning with your UTD NetID and password. Call computer services at (972) 883-2911, if you need assistance.

## FORMATION OF TEAMS

Much of the work in this course will be performed in teams. The class will be divided into small teams of **no more than four members** during the early weeks of the course (exact number of students may vary by team). Students will have a chance to select their teams during those weeks, and the instructor will assign students without teams at that time to teams. The projects require close coordination with your team members, and a wide range of skills, including some basic 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 project assignments and having one team member submit each assignment on behalf of the entire team. The grades earned on 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 work effort and based on the peer evaluation inputs. (Team members 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 who 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 no later than [June 2, 2016](#).

## EVALUATION

Fifty percent (50%) of your grade will be based on a team assignment, thirty percent (30%) will be based on two exams, and the remaining twenty percent (20%) on class participation.

**Team Presentation (50%)** – Students will form teams on [June 2<sup>nd</sup>](#) to develop investor pitches for selected business opportunities identified by students.

The bulk of your work in this class will be spent preparing your team's presentation content, which will be an investor pitch for your proposed business venture. The presentation content should be viewed as the basis of a 30- to 35-page paper, however, for this course **no such paper shall be required**. Each team will present its investor pitch in twelve minutes and answer questions regarding the pitch for another ten minutes. To assist your team in producing a high-quality final pitch deck, teams will be required to present their preliminary pitch to the class and solicit feedback on [June 28<sup>th</sup>](#). This preliminary pitch will represent zero percent (0%) of your final grade. Team practice pitches will take place on [July 21<sup>st</sup>](#) and [26<sup>th</sup>](#), and will represent zero percent (0%) of your final grade. Final pitches will take place on [July 28<sup>th</sup>](#) and [August 2<sup>nd</sup>](#), and will represent fifty per percent (50%) of your final grade. In the final pitch, each team will present to investors composed of local entrepreneurs, experts, and executives. The investors will challenge each team with penetrating cross examination and expect team members to demonstrate understanding of the proposed business opportunity and awareness of risks and uncertainties.

**Two Exams (30% total: First Exam = 15%; Second Exam = 15%)** – There will be two exams – both given during class time. They will be closed book exams. The first one will be on [June 23<sup>rd</sup>](#), and the second noncumulative exam will be on [July 14<sup>th</sup>](#). Please plan on the exam dates. **There will be no make-up exams nor will exams be given early.**

**Participation (20%)** – 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 and exercises. Attendance and class participation will be tracked. From time to time, you may find it necessary to miss a class due to illness or personal reasons. Inform the instructor in advance of these absences.

**Peer Evaluation** – You will also have the opportunity to evaluate the relative contributions of your teammates (and yourself) at the end of the semester. This peer evaluation process will be used to adjust individual grades on all team assignments. The evaluations should be completed individually and will be due on [August 4<sup>th</sup>](#) by midnight on eLearning. See example posted under Course Materials on eLearning.

The assignments, due dates, page limits, and relative weights in determining your final grade are summarized in the table below:

Assignment	Due Date	Team or Individual	Format	Assignment Length	Weight
1. Initial business idea screen	June 2, 2016	Individual			—

2. WA #1 – First Exam	June 23, 2016	Individual	Short Answer		15%
3. WA#2 – Second Exam	July 14, 2016	Individual	Short Answer		15%
4. Final Presentation	July 28 and Aug 2, 2016	Team	PowerPoint	PowerPoint slides sufficient to support 12-minute presentation	50%
5. Class Participation		Individual			20%
Overall Course Grade					100%

## **WRITTEN ASSIGNMENTS**

**Format** – Your final presentation must be submitted electronically in PowerPoint format. (You do not need to turn in a hard copy unless you want to.) No Prezi or PDF formats, since they have created issues in the past. 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 final presentation pitch decks. A summary of the list of references should also be included as a backup slide.

**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. Any item that needs to be presented in class should also be brought to class on a USB flash drive. Team assignments are to be submitted only by one members of the team, on behalf of the entire team. Late assignments may be significantly penalized.

## **GRADE SCALE AND GRADING POLICY**

**Grade Scale** – A+>96.7%; 96.7%<A>93.3%; 93.3%<A->90%; 90.0%<B+>86.7%; 86.7%<B>83.3%; 83.3%<B->80.0%; 80.0%<C+>76.7%; 76.7%<C>73.3%; 73.3%<C->70.0%; 70.0%<D+>67.3%; 67.3%<D>63.3%; 63.3%<D->60.0%; F<60.0%. Numerical grade will be rounded. 0.5 or higher will round up; 0.49 or lower will round down. So, 89.5 will round to 90, or A-, and 89.4 will round to 89, or B+.

**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. Each student is expected to have read all assigned materials prior to the start of class and be prepared to discuss the ideas, concepts, and issues they raise. If it is determined that students are not prepared for class, pop quizzes may be instituted and factored into the student's grade as part of class participation.

## **UNIVERSITY POLICIES**

The information found at the following link comprises the University's policies and procedures segment of the course syllabus.

Please go to <http://go.utdallas.edu/syllabus-policies>.

## **REQUIRED STUDENT INTELLECTUAL PROPERTY ASSIGNMENT**

For you final presentation, students will work in teams to develop a business concept and an investor overview presentation. As we form groups, **students will be required to sign an intellectual property assignment and waiver agreement** indicating that, at the end of the semester, if a student does not want to launch the business opportunity, that student will agree either to:

- assign any rights in the business opportunity to any other student(s) on the team who do(es) want to launch, or
- waive any rights in the business opportunity in the event that no other student on the team wants to launch.

Students should keep this requirement in mind as they consider ideas to develop.

## **COURSE OUTLINE**

<b>SESSION DATE</b>	<b>SESSION TOPIC/PREPARATION</b>	<b>ASSIGNMENT</b>
<b>S01</b> 05/24/16	<b><u>No Class</u></b>	
<b>S02</b> 05/26/16	<b><u>Course Introduction; Introduction to Entrepreneurship</u></b> Guest: TBD Readings and Viewings: <ul style="list-style-type: none"> <li>• Barringer and Ireland: <i>Entrepreneurship: Successfully Launching New Ventures: Ch. 1 – Introduction to Entrepreneurship</i></li> <li>• <i>The Importance of Entrepreneurship as an Economic Driver and Innovation Engine</i> <a href="https://www.youtube.com/watch?v=AtHEIujZoeM">https://www.youtube.com/watch?v=AtHEIujZoeM</a></li> <li>• <i>The Importance of International Entrepreneurship</i> Portions of this reading are adapted from Chapter 5 of Hisrich, R. D., Peters, M. A., &amp; Shepherd, D. A. (2010). <i>Entrepreneurship</i> (8th ed.). Burr Ridge, IL: McGraw-Hill/Irwin</li> </ul>	<b><u>No Written Assignment Due.</u></b> Class Discussion of Readings
<b>S03</b> 05/31/16	<b><u>Recognizing Opportunities and Generating Ideas</u></b> Guest: TBD Readings and Viewings: <ul style="list-style-type: none"> <li>• Barringer and Ireland: <i>Entrepreneurship: Successfully Launching New Ventures: Ch. 2 – Recognizing Opportunities and Generating Ideas</i></li> <li>• <i>Opportunity and Idea Modeling – What's the Deal?</i> <a href="https://www.youtube.com/watch?v=7UDmLXjAAxY">https://www.youtube.com/watch?v=7UDmLXjAAxY</a></li> <li>• <i>Designing a Super Hunch using Mural.ly</i> <a href="https://www.youtube.com/watch?v=iPv66viiVIO">https://www.youtube.com/watch?v=iPv66viiVIO</a></li> <li>• <i>Idea Modeling using Mural.ly</i> <a href="https://www.youtube.com/watch?v=fVRbeadTWys">https://www.youtube.com/watch?v=fVRbeadTWys</a></li> </ul>	<b><u>No Written Assignment Due.</u></b> Class Discussion of Readings
<b>S04</b> 06/02/16	<b><u>Individual Presentations; Select Ideas and Form Teams; and Team Time</u></b> Guest: TBD	<b><u>No Written Assignment Due.</u></b> Individual Pitches w/o slides (2 minutes each)  Initial Team Meetings
<b>S05</b> 06/07/16	<b><u>Feasibility Analysis; Industry and Competitor Analysis; and Team Time</u></b> Guest: TBD Readings and Viewings: <ul style="list-style-type: none"> <li>• Barringer and Ireland: <i>Entrepreneurship: Successfully Launching New Ventures: Ch. 3 – Feasibility Analysis</i></li> <li>• Barringer and Ireland: <i>Entrepreneurship: Successfully Launching New Ventures: Ch. 5 – Industry and Competitor Analysis</i></li> </ul>	<b><u>No Written Assignment Due.</u></b> Class Discussion of Readings
<b>S06</b> 06/09/16	<b><u>Customer Discovery and Development; Developing a Business Model; Team Time</u></b>	<b><u>No Written Assignment Due.</u></b> Class Discussion of Readings

	<b>Guest: TBD</b> <b>Readings and Viewings:</b> <ul style="list-style-type: none"> <li>Barringer and Ireland: <i>Entrepreneurship: Successfully Launching New Ventures: Ch. 6 – Developing and Effective Business Model</i> [Stop at page 189.]</li> <li>Blank: <i>Why the Lean Start-Up Changes Everything</i> HBR 9-814-089 February 21, 2014</li> <li><i>Business Model Canvas Explained</i> <a href="https://www.youtube.com/watch?v=OoAOzMTLP5s">https://www.youtube.com/watch?v=OoAOzMTLP5s</a></li> <li><i>Visualizing Your Business Model</i> <a href="https://www.youtube.com/watch?v=wIKP-BaC0jA">https://www.youtube.com/watch?v=wIKP-BaC0jA</a></li> <li><i>Prototyping</i> <a href="https://www.youtube.com/watch?v=iA5MVUNkSkM">https://www.youtube.com/watch?v=iA5MVUNkSkM</a></li> <li><i>Navigating Your Environment</i> <a href="https://www.youtube.com/watch?v=iA5MVUNkSkM">https://www.youtube.com/watch?v=iA5MVUNkSkM</a></li> <li><i>Proving It</i> <a href="https://www.youtube.com/watch?v=-2gd_vhNYT4">https://www.youtube.com/watch?v=-2gd_vhNYT4</a></li> <li><i>Telling Your Story</i> <a href="https://www.youtube.com/watch?v=SshglHDKOCc">https://www.youtube.com/watch?v=SshglHDKOCc</a></li> </ul>	
<b>S07</b> 06/14/16	<b><u>No Class</u></b>	
<b>S08</b> 06/16/16	<b><u>Preparing Forecasts and Getting Funding; Team Time</u></b> <b>Guest: TBD</b> <b>Readings:</b> <ul style="list-style-type: none"> <li>Barringer and Ireland: <i>Entrepreneurship: Successfully Launching New Ventures: Ch. 8 – Assessing a New Venture's Financial Strength and Viability</i></li> <li>Barringer and Ireland: <i>Entrepreneurship: Successfully Launching New Ventures: Ch. 10 – Getting Financing or Funding</i></li> <li>Bussgang: <i>Raising Startup Capital</i> HBR 9-814-089 February 21, 2014</li> </ul>	<b><u>No Written Assignment Due.</u></b> Class Discussion of Readings
<b>S09</b> 06/21/16	<b><u>Preparing Forecasts and Getting Funding (continued) and Team Time</u></b> <b>Guest: TBD</b>	<b><u>No Written Assignment Due.</u></b>
<b>S10</b> 06/23/16	<b><u>FIRST EXAM</u></b>	<b><u>Written Assignment #1 – FIRST EXAM</u></b>
<b>S11</b> 06/28/16	<b><u>Review Exam; Team Presentations</u></b>	<b><u>No Written Assignment Due.</u></b> Team pitches w/ slides (8 minutes each with 5 minutes comments)
<b>S12</b> 06/30/16	<b><u>Team Presentations (continued) and Presentation Debrief</u></b>	<b><u>No Written Assignment Due.</u></b> Team pitches w/ slides (8 minutes each with 5 minutes comments)
<b>S13</b> 07/05/16	<b><u>Building a New Venture Team; Unique Marketing Issues; Team Time</u></b> <b>Guest: TBD</b> <b>Readings:</b> <ul style="list-style-type: none"> <li>Barringer and Ireland: <i>Entrepreneurship: Successfully Launching New Ventures: Ch. 9 – Building a New Venture Team</i></li> <li>Barringer and Ireland: <i>Entrepreneurship: Successfully Launching New Ventures: Ch. 11 – Unique Marketing Issues</i></li> </ul>	<b><u>No Written Assignment Due.</u></b> Class Discussion of Readings

S14 07/07/16	<b><u>Legal Structures; Intellectual Property and Team Time</u></b> <b>Guest:</b> TBD <b>Readings:</b> <ul style="list-style-type: none"> <li>Barringer and Ireland: <i>Entrepreneurship: Successfully Launching New Ventures: Ch. 7 – Preparing the Proper Ethical and Legal Foundation</i></li> <li>Barringer and Ireland: <i>Entrepreneurship: Successfully Launching New Ventures: Ch. 12 – The Importance of Intellectual Property</i></li> </ul>	<b><u>No Written Assignment Due.</u></b> Class Discussion of Readings
S15 07/12/16	<b><u>No Class</u></b>	
S16 07/14/16	<b><u>SECOND EXAM</u></b>	<b><u>Written Assignment #2 – SECOND EXAM</u></b>
S17 07/19/16	<b><u>Presentation Basics and Team Time</u></b> <b>Guest:</b> Amber Wagenknecht (Accenture plc) <b>Readings and Viewings:</b> <ul style="list-style-type: none"> <li>Anderson: <i>How to Give a Killer Presentation</i> <a href="#">HBR R1306K June 2013</a></li> </ul>	<b><u>No Written Assignment Due.</u></b> Class Discussion of Readings
S18 07/21/16	<b><u>Team Practice Presentations</u></b>	<b><u>No Written Assignment Due.</u></b>  12-minute presentation. Comments (~10 mins). Slides sufficient to support each element of pitch.
S19 07/26/16	<b><u>Team Practice Presentations</u></b>	<b><u>No Written Assignment Due.</u></b>  12-minute presentation. Comments (~10 mins). Slides sufficient to support each element of pitch.
S20 07/28/16	<b><u>Final Presentations</u></b>	<b><u>No Written Assignment Due.</u></b>  12-minute presentation. Judge Q&A (~10 mins). Slides sufficient to support each element of pitch.
S21 08/02/16	<b><u>Final Presentations</u></b>	<b><u>No Written Assignment Due.</u></b>  12-minute presentation. Judge Q&A (~10 mins). Slides sufficient to support each element of pitch.

**Note: This course schedule is flexible, and changes may be made to accommodate guest speakers or as otherwise needed.**