



Course	ENTP/FIN 3301-501 Entrepreneurship
Instructor	Madison Pedigo
Term	Fall 2016
Meeting Time	Tues/Thurs 5:30 – 6:45 PM
Location	JSOM 12.218

Professor Contact Information

Email: mpedigo@utdallas.edu

Office hours: After class or by appointment

Office Location: JSOM 4.202

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

Prerequisite: Sophomore standing.

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.

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 Textbooks and Materials

- **Baringer, Bruce R., and R. Duane Ireland, *Entrepreneurship: Successfully Launching New Ventures*, 4th edition, 2011. Pearson Prentice Hall. ISBN 978-0-13-255552-4.**
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Assignments and Academic Calendar

ENTP 3301-501 Syllabus As of- 8/15/16

Unit	Date	Description	Chapters	Comments
1	8/23/16	Course Overview	-	
2	8/25/16	Introduction to Entrepreneurship; Nature of Entrepreneurs; Entrepreneurial Characteristics	1	
3	8/30/16	Entrepreneurial Trends Entrepreneurial Mindset Inventors versus Entrepreneurs	1	
4	9/1/16	Business Plans; Opportunity Identification	2, 4	
-	9/5/16	Labor Day		
5	9/6/16	Feasibility Analysis	3	
6	9/8/16	Individual Elevator Pitches Given During Class (WA1 and WA2 are the elevator pitch).	-	WA 1 and WA2 are due
7	9/13/16	WA1 and WA2- Individual Elevator Pitches Given During Class	-	
8	9/15/16	WA1 and WA2- Individual Elevator Pitches Given During Class	-	
9	9/20/16	Elevator Pitches Continue if Necessary; Voting for the Best Pitch; Creativity; IDEO	-	
10	9/22/16	Continue discussion of creativity; Minimal Viable Product; Team Time	5, 6	Last day to sign up for a team (or get randomly assigned to one)
11	9/27/16	Entrepreneurial Strategy; Disruptive Innovations and Business Models	5, 6	
12	9/29/16	Non-IP Legal Topics; Team Time	7	
13	10/4/16	IP- Guest Lecture	7, 12	
14	10/6/16	Exam 1	1, 2, 3, 4, 5, 6, 7, 12, plus some material from videos	
15	10/11/16	Team Time	-	
16	10/13/16	WA3 Due- Group Presentations Given During Class	-	WA 3 is due- All groups- Turn in electronically via eLearning and bring to class on a USB Flash drive. Presentations will be compressed to ~7 minutes plus 4 minutes of Q&A.
17	10/18/16	WA3 Due- Group Presentations Given During Class	-	
18	10/20/16	Org Plan and Marketing Plan	7 and 11	
19	10/25/16	Fin Plan; Sources of Capital	8, 10	
20	10/27/16	Teaming	9	
21	11/1/16	Exam 2	7, 8, 9, 10, 11, plus videos and selected topics from the earlier exam 1 material	
22	11/3/16	Team Time		
23	11/8/16	WA4 Abbreviated Dry Run	-	WA4 Dry Run
24	11/10/16	WA4 Abbreviated Dry Run	-	WA4 Dry Run
25	11/15/16	WA4 Abbreviated Dry Run	-	WA4 Dry Run
	11/17/16	No Class	-	-
	11/21 - 11/25	Fall Break		
26	11/29/16	WA4 Final Presentations Begin	-	WA 4 is due- All groups- Turn in electronically via eLearning and bring to class on a USB Flash drive
27	12/1/16	WA4 Due- Group Presentations Given During Class	-	
28	12/6/16	WA4 Due- Group Presentations Given During Class	-	Last day to submit peer evaluations

Note: The course schedule and content is flexible, and changes may be made at the discretion of the instructor. The latest course schedule will be included at the front of the slides shown in class 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, 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
WA #1 Take home exercise to 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.</u> WA #2 Individual Elevator Pitch in Class on your best idea for a new business (no slides). Discuss the concept, advantages, market size, and potential to make money. Class voting on best ideas. Note: you do not have to turn in a written description of your business idea for either WA1 or WA2. The only deliverable is the elevator pitch.	9/8/16	Individual	N/A	Verbal-During Class	Part of Participation Grade
Team Sign Up Due	9/22/16	Individual	N/A	Sign Up Sheet	N/A
Exam 1	10/6/16	Individual			15%
WA #3 Team Presentation: First Half of Investor Overview Presentation	10/13/16	Team	~7 with a few additional backup slides	Slides-PowerPoint	20%*
Exam 2	11/1/16	Individual		Scantron	15%
WA #4- Dry Run With Student Feedback	11/8/16	Team	~5-10 with a few additional backup slides	Slides-PowerPoint	Part of Participation Grade
WA #4- Team Presentation- Complete Investor Overview Presentation	11/29/16	Team	~10-12 with a few additional backup slides	Slides-PowerPoint	30%*
Individual Peer Evaluation by Team Members (Optional)	12/6/16	Individual			N/A*
Class Participation		Individual			20%
*Peer evaluations will impact grades on all group assignments—see guidelines below.					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.

Course and Instructor Policies

Self-Introduction

Each student should post a Self-Introduction in the Team section of eLearning prior to the first class. Guidelines are provided in the eLearning Team Section. This information will be used to set up my grade book and assist in the formation of groups for the course.

Formation of Teams

Much of the work in this course will be performed in teams. The class will be divided into small teams of ~5-7 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 teams over the first ~2 weeks, and those without teams at that time will be assigned to teams by the instructor. 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 **9/22/16**.

Lecture Notes

The MS PowerPoint slides used in lectures and other course-related materials will generally be posted on eLearning (<http://eLearning.utdallas.edu>). You should be able to access eLearning with your UTD UNIX ID 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** - A 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 or sealed in an envelope and turned in to me by or before **12/6/16**. 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., WA3 and WA4) must be submitted electronically in **MS 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 WA3 and WA4 investor overview presentations. 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 member of the team, on behalf of the entire team. Late assignments may be significantly penalized, so be on time!

Required Student Agreement for WA3 and WA4

- For WA3 and WA4, students will work in teams to develop a business concept and an investor overview presentation.
- We will discuss WA3 and WA4 in more detail in the S04 lecture.
 - As we form groups, students will be required to sign an 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 you are not willing to surrender rights to, do not offer it up during class.
 - Failure to sign the agreement will result in you not being able to participate in the WA3 and WA4 assignments (and receiving a zero for each assignment).
 - At the end of the semester, the top 2 teams (based on a class vote), will receive a gift certificate of \$100 per student.
- **Business Idea Competition- Fall Semester Only**- All students/team will be required to apply to the UT Dallas Business Idea Competition. (This will be part of your participation grade in the course).
- **Final Bake-off Competition- Spring Semester Only**
 - A final bake off competition will be held at the end of each spring semester (since there is no Business Idea Competition held in the spring). The top team will advance to compete in this bake-off competition. The faculty will discuss and agree on which teams will advance across all sections (i.e. the top teams selected by the class vote would not necessarily advance).
 - External judges will judge the final bakeoff competition. The final competition would be held at the end of the spring semester.
 - The top 2-3 teams selected by the judges in the bakeoff competition will receive permission to enroll in the startup launch course (ENTP 3320) with \$1K of funding pre-approved per team to defer any costs of starting the company that are incurred in the startup launch I course.
 - Additional funding of up to an additional \$4K per team could be applied for as the team advances in the startup launch course.
 - Funding would be used to reimburse costs related to the startup consistent with the Startup Launch Funding for Undergraduate Students (SLF-U) program.

Exams

- Questions on exams may require multiple choice, true/false, or narrative responses.
- Makeup exams are usually not available, but may be provided in unusual circumstances at the sole discretion of the instructor.

Class Participation

- Twenty percent (20%) of your grade will be based on attendance, participation in the UT Dallas Business Idea Competition (BIC) and/or active participation in class discussions and exercises, potentially including take home exercises. Attendance and/or class participation will be tracked. From time to time, it may be necessary to miss a class due to illness or personal matters. Inform the instructor in advance of these absences.

- 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.
- Attendance at, or volunteering in support of the events/activities sponsored by the Entrepreneurship Club will count as bonus points towards the participation grade for this course. Each student will be responsible for signing in 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 through eLearning.
- 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 individual's grade as part of class participation.

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.

PEER EVALUATION FORM

INSTRUCTIONS

The 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, **place it in a sealed envelope and turn it in during class** or **message it to me through the eLearning System by 12/6/16**.

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 _____