

Course: ENTP 3301-003 Innovation and Entrepreneurship
Instructor: Steve Guengerich
Term: Spring 2018
Meeting time: Mon/Weds 11:30-12:45 PM
Location: JSOM 12.222

Professor Contact Information

Email: steveg@utdallas.edu
Office hours: by appointment
Office location: JSOM 4.213

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

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 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:

1. 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.
 2. Distinguish among the major types of intellectual property such as patents, trademarks, trade secrets, and copyrights and evaluate when to apply each type.
 3. 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 Textbook:

- **Neck, Heidi, Neck, Christopher, Murray, Emma, Entrepreneurship: The Practice and Mindset, 1st Edition, SAGE Publishing, ISBN: 978-1483383521.** (Only selected chapters/readings will be used in this course - see Academic Calendar and Assignments, below).

Additional Reference Material:

- **Guengerich, Steven, Naturally Caffeinated: The Community Edition (Director's Cut), 1st Edition, 2015. Weeva. ISBN 978-0-9967960-1-9.**

Academic Calendar and Assignments

Class	Date	Description	Reading / Prep	Comments
1	1/8/18	OVERVIEW: Course syllabus, expectations, locations, communications, etc.	-	
2	1/10/18	INTRO: Blackstone LaunchPad	-	Individual intros
-	1/15/18	No Class (MLK Day)	-	
3	1/17/18	INTRO: Entrepreneurship; lean startup	GUEN: 1-3	
4	1/22/18	PITCH: The elevator pitch; investor presentation; scoring; Q&A	GUEN: 4-8	
5	1/24/18	Individual elevator pitches	NECK Reading 1: 475-488	Vote for best pitches
6	1/29/18	PRODUCT: Know your customer; behavioral market research; user experience	GUEN: 17-24	Team selections due
7	1/31/18	Business model canvas	-	Student IP waivers due
8	2/5/18	PRODUCT: Understanding the market; differentiators; reaching the customer; sales channels	GUEN: 27-32	
9	2/7/18	Customer personas and market research	-	
10	2/12/18	PRODUCT: Know your competition; benchmarking	GUEN: 33-38	
11	2/14/18	Competitive intelligence	-	
12	2/19/18	BUSINESS: Management team: internal vs. investor's view; partners; overcoming weaknesses; board of directors/advisors	GUEN: 8-14, 39-47	
13	2/21/18	Recruiting advisors, partners	-	
14	2/26/18	BUSINESS: Revenue and expense model; pricing; distribution	NECK Reading 2: 250-272	
15	2/28/18	Dehydrated business plan	-	
16	3/5/18	BUSINESS: Intellectual property and business entity formation	GUEN: 69-72	Guest Lecture
17	3/7/18	Team Time	-	
-	3/12/18	No Class (Spring Break)	-	
-	3/14/18	No Class (Spring Break)	-	
18	3/19/18	BUSINESS: Schedules: project, personnel, funding	GUEN: 49-56	
19	3/21/18	Milestones, measurement, and reporting	-	
20	3/26/18	THE PLAN: Sales; costs; margins; cash flow	NECK Reading 3: 359-371	
21	3/28/18	Cap tables, term sheets, and other startup accounting and finance	-	
22	4/2/18	THE PLAN: Bootstrap; angel; VC; strategic; government; debt	GUEN: 57-68	

23	4/4/18	Practice pitches; mentor office hours	-	
24	4/9/18	THE PLAN: Exit strategies, incl: M&A; payout; IPO; ESOP; good/bad/ugly	NECK Reading 4: 488-490	
25	4/11/18	Practice pitches; mentor office hours		
26	4/16/18	Team Project presentations Given During Class	-	Guest judges
27	4/18/18	Team Project presentations Given During Class	-	Guest judges
28	4/23/18	Final Exam Review Session	-	Last day to submit peer evaluations
29	4/25/18	FINAL EXAM	-	Final class

Note: The course schedule and content are 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 your participation, your performance on team and individual projects, the final exam, and peer evaluations. Participation includes attendance, contributions to class discussions, and any assigned homework or in-class pop quizzes.
- 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, form of deliverables, and their relative weight in determining your final grade are summarized in the table below:

Assignment	Due Date	Team or Individual	Form	Grading Weight
Participation	On-going	Individual and Team	Various, incl: in-class quizzes and presentations, homework, etc.	40%
Team Project	4/16-18, 2018	Team	Slides	30%*
Final Exam	4/25/18	Individual	Exam	30%
Individual Peer Evaluation by Team Members (Optional)	4/23/18	Individual	Peer Evaluation Form	*N/A
<u>TOTAL</u>				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.

Course and Instructor Policies

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 ID and password. Call computer services at (972) 883-2911 if you need assistance.

Written Assignments

- All submitted assignments should be identified at the top of the first page with: (a) the individual or team name, (b) the names of the team members (if a team project), (c) the course designation, and (d) the assignment name or number.
- Written assignments **must** be submitted in a digital format only (you do not need to turn in a hard copy unless you want to). **MS-PPT and Adobe PDF formats, preferred. No Google Docs, Apple Keynote, Prezi or other slide formats allowed, since these types of files or submissions 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 research and other investor overview presentations. A summary of the list of references should also be included as a backup slide.
- Written assignments must be submitted via eLearning prior to the end of a class period on the date they are due. As a backup, any item that needs to be presented in class should also be brought to class on a USB 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!**

Class Participation

- Forty percent (40%) of your grade will be based on attendance, active participation in class discussions and exercises, take home exercises, in-class quizzes, and other assignments related to daily class instructional material.
- 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 the excused absences, to ensure you receive full credit for the class. Failing to do so may result in a zero (0) or less than full credit for the missed class participation grade.
- There are four (4) excused absences allotted for the class, without affecting your grade. All other absences will be considered unexcused, except for extraordinary circumstances (death/injury in family, military service, or other state/federal required absences).
- Each student will make a brief self-Introduction in class. Discuss your major, background, and interests. This information will help with the formation of groups for the course.
- From time-to-time, **bonus points towards the participation grade** may be earned through attendance at and/or volunteering in support of the events & activities sponsored by the Entrepreneurship Club (E-Club) and other Innovation & Entrepreneurship (I&E) programs. I'll identify the requirements for each event – for example, signing in at an event, so there is a written record of your attendance -- in order to get credit,
- 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.

Team Project

- Thirty percent (30%) of your grade will be based on a team project, focused on developing an investor-ready pitch presentation (or "deck") explaining the significant elements of a business concept that the team produces.
- Team members will be collectively responsible for completing the requirements of the team project, as listed in this Syllabus. The grades earned on the team project will be assigned equally to each team member, subject to adjustment based on each student's Peer Evaluation inputs.
- Teams may be composed of ~4-6 members, per team – the 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 may 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).
- 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 **1/29/2018**.
- Students will be required to sign an Intellectual Property (IP) waiver indicating that, at the **end of the semester, if a student does not want to pursue launching the concept, 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 potentially 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 team project (and receiving a zero for the assignment).

Exams

- Thirty percent (30%) of your grade will be based on a final exam, covering critical highlights from the course lecture and reading materials.
- There will be a final exam review session, in advance of the final exam. During that review, the instructor will be available to answer questions about any of the slides or other materials provided in preparation for the exam.
- Questions on the final exam (as well as quizzes, and other daily participation grade tests) may require multiple choice, true/false, or narrative responses.
- **IMPORTANT:** Makeup exams are usually not available, but may be provided in unusual circumstances at the **sole discretion of the instructor.**

Peer Evaluation

A peer evaluation process will be utilized to adjust individual grades on all team assignments. The peer evaluation form should be completed individually and either emailed through eLearning or sealed in an envelope and turned in to me by or before **4/23/2018**. **Late inputs of peer evaluations may or may not be accepted at the discretion of the instructor.**

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.