

ENTR 654: Introduction to Entrepreneurship (Online)

Fall 2017

Instructors: Matthew Swanson
Horn Faculty & Executive Director, Innovative Schools
mswanson@udel.edu

Dan Freeman
Founding Director, Horn Entrepreneurship
freemand@udel.edu

Katie Doseck Carpen, Ph.D.
Academic Coach
kathryn.doseck@iconnect-na.com

Virtual office hours: Phone or Skype by appointment

Course Description

This course focuses on understanding basic concepts, gaining experience with useful tools, and beginning to develop an entrepreneurial mindset and skillset. The entrepreneurial process (opportunity recognition, idea generation, business model validation, business planning, launch & operation) and the applicability of this process to a broad range of business contexts are emphasized. Creativity, startup funding, team building, influence, and leadership are also addressed.

Learning Outcomes

By the end of the course, you will have progressed in developing an entrepreneurial mindset. You will also have acquired valuable knowledge and skills applicable to starting a business, helping an established company to grow, and finding sustainable solutions to social problems. Specifically, you will:

- (1) develop an understanding of the entrepreneurial process and how it can be used to solve consumer, business, & societal problems,
- (2) become sensitized to the opportunities that exist all around you and learn how to develop & evaluate business ideas,
- (3) use a business model canvas and lean startup methods to test your best ideas,
- (4) gain knowledge relating to establishing and growing a new business, and
- (5) improve your leadership, communication & influence skills.

Required Readings & Videos

The instructors have selected a variety of required readings and videos for the course. Many of the readings and all of the videos are freely available through the course's Canvas site. However, online access to 14 readings must be purchased through Harvard Business School Publishing website at a cost of \$59.50. Please visit this URL to purchase access to the readings:

<http://cb.hbsp.harvard.edu/cbmp/access/67152607>

Assignments and Quizzes

Participation

To be able to participate fully in assignments and quizzes you must:

- Have reliable and speedy internet access, as you will be taking online quizzes and may wish to participate in virtual office hours.
- Have computer competency, as you will need to use email and discussion boards; upload and download documents; and perform other computing tasks.

Assignments

A total of 8 assignments are required. Each is described briefly below; detailed descriptions are posted in Canvas. Each description includes a detailed grading rubric. (Number of points possible noted in parentheses). Unless otherwise noted, all assignments are to be completed individually.

1. Discussion posts/participation (5 points each; 30 points total).

REQUIRED. You are required to contribute to 7 discussions:

- Module 0: Provide a self-introduction. (Not graded)
- Module 1: Discuss the relevance of entrepreneurship to your career to date and future plans.
- Module 2: Describe at least ONE entry from your opportunity notebook.
- Module 3: Comment on TWO idea pitches made by other students.
- Module 5: Comment on the customer interviews you completed and lessons learned.
- Module 7: List your leadership principles.
- Module 7: Comment on TWO recruiting pitches made by other students.

Your self-introduction will not be graded. The remaining posts/participation will be graded on a 5-point scale by the academic coach.

OPTIONAL. You can earn up to 4 extra credit points by making additional contributions to class discussions. Specifically, you can:

- Describe additional entries from your opportunity notebook.
- Comment on more than TWO idea and recruiting pitches.
- Comment on others' lessons learned from customer interviews.
- Post interesting articles/videos related to entrepreneurship and comment on the articles/videos posted by others.

Each optional post will be reviewed by the academic coach and may earn up to one point.

2. Idea pitch (10 points)

You will need to conceive and pitch an idea for an innovative new product, startup business or social enterprise. Pitches should be posted to Canvas using one of three approaches: (1) create a video, upload it to a video sharing site like YouTube and provide the URL for the video in your assignment post on Canvas [this is preferred], (2) use the built in video capture tool in Canvas, or (3) capture your narration of a voice-over-PowerPoint and use the built in "File" -> "Export" -> "Create a video" feature that you can then upload directly to Canvas [or a video share site]. Pitches must be no more than ninety (90) seconds in length and will be graded by a member of the instructional team.

PLEASE NOTE: The idea you pitch is very likely to be used as the basis for generating your lean canvas and customer interview script (assignment #3) as well as the completion of customer interviews & learning (assignment #4). Therefore, please pick an idea that you are enthusiastic about and willing to discuss with others. Also, it is never too early to start thinking about potential customers you know, and blocking time to schedule interviews as the deadlines for scheduling and completing customer interviews are extremely tight due to the brevity of the course.

3. Lean canvas and customer interview script (15 points)

You will need to complete a business model canvas for an idea of your choosing and prepare an interview script to validate the problem (and perhaps provided insight into the proposed solution). Lean canvases will be evaluated for their thoughtfulness and completeness; interview scripts will be evaluated for the extent to which they are likely to prove useful in problem validation/customer discovery. This assignment may be completed individually or with a partner. If you choose to work with a classmate, then you will need to ensure that both names appear on your assignment submission. Just one team member should then upload the submission to Canvas; identical grades will be awarded.

4. Customer interviews & learning (20 points)

This assignment will put your business model assumptions/hypotheses and interview script to the test. To complete this assignment you will need to "get out of the building" by interviewing 8 prospective customers, producing detailed notes on each interview, and

analyzing the notes to determine what was learned. This assignment may be completed individually or with a partner. If you choose to work with a classmate, then you will need to interview a total of 15 prospective customers and ensure that both names appear on your assignment submission. Just one team member should then upload the submission to Canvas; identical grades will be awarded.

5. Resource inventory (10 points)

This assignment requires you to think broadly about the critical needs of your start-up and the availability of the key resources (other than \$) needed to execute your model and deliver on your value proposition to customers. This assignment may be completed individually or with a partner.

6. Recruiting pitch (10 points)

You will be required to develop a recruiting pitch. The scenario for the pitch involves discovering that someone who has talents you need for your startup team is looking for a new opportunity and it is up to you to lead the recruiting effort. Pitches should be posted to Canvas using one of the three approaches detailed previously. Make your pitch in 90 seconds or less. Pitches will be graded by a member of the instructional team.

7. Opportunity notebook (15 points)

Serial entrepreneurs continuously attend to their interactions to uncover dissatisfactions and unmet needs. They also scan the business environment for disruptive technologies, social trends, and other changes that create new opportunities. To encourage the development of an entrepreneurial mindset, you will be required to keep an opportunity notebook. The notebook is free form but should contain dated entries relating to interactions, observations, and experiences that reveal dissatisfactions & unmet needs; thoughts about new technologies, business models, trends, & personal passions. It should also note specific opportunities and startup ideas. The opportunity notebook will be graded by the academic coach.

8. Self & course reflection (10 points)

The final assignment involves writing a brief paper that includes self and course reflections. The self-reflection portion of the paper should address the following questions: (1) are you an entrepreneur, entrepreneurial or none of the above - explain?, (2) how confident are you in your ability to work through the entrepreneurial process to bring a new idea into the marketplace?, and (3) what are some specific action steps you can take to improve your leadership skills? The course reflection portion of the paper should address: (1) what part of the course was most beneficial to you, why? And (2) what suggestions do you have for improving the course. Papers should be no longer than 5 double-spaced pages.

Quizzes (30 points)

Seven quizzes – one for each Module – will be administered. The purpose of quizzes is to test your declarative knowledge and ensure that you have completed assigned readings and watched required videos; assignments are used to test your ability to apply your learning.

Each quiz will include 5 multiple choice questions based on required readings and videos. Each quiz question will be worth 1 point. The lowest quiz score will be dropped; only the best 6 quiz scores will be used to calculate final course grades.

Grading

Academic Coach. To ensure the provision of timely feedback, an academic coach will assist with course grading. All grading will be completed based on rubrics developed by the lead instructors. The specific assignments graded by the coach have been noted herein; all other assignments will be graded by the lead instructors.

Final grades. A total of 150 points may be earned by completing the required assignments and quizzes. The following scale will be used to determine final course grades:

Total points	Grade	Total points	Grade
139 and above	A	125-131	B
135-138	A-	120-124	B-
132-134	B+	below 120	C or below

NOTE: The lead instructors reserve the right to award grades higher than those indicated by the scale above; any curving will be done at the conclusion of the course only.

Course Policies

Communication with the instructors

Most communication with the instructors should occur via the public "Course content questions and comments" discussion thread in Canvas. This includes questions/comments about readings, videos, lectures, and assignments. For private communication, please utilize email. Grading inquiries relating to discussion posts, extra credit and opportunity notebooks should be directed to the academic coach. All other grading inquiries should be directed to both of the lead instructors – Matt Swanson and Dan Freeman. **Please include "ENTR654" in the subject line of all email and a signature line with your first and last name.** Failure to follow these policies may result in a delayed or non-response to your message. If you do not receive a response within a 24-hour period, please resend your message.

Course announcements/modifications

All course announcements/modifications will be sent through Canvas's Announcement Tool or UD's POBox system to the email list(s) associated with the course. You are responsible for checking your email regularly and ensuring that you are receiving messages from the instructors. All such correspondence will include "ENTR654" in the subject line.

Missed deadlines

Assignments and quizzes must be completed/submitted by the deadlines posted in Canvas. Late quizzes will not be permitted (unless you have a well-documented excuse that covers the entire duration of the relevant Module). Late assignments will be penalized at a pro-ratable rate of 25% of points possible for the assignment per calendar day that they are late.

Plagiarism, dishonesty & cheating

Dishonest and/or unethical behavior will not be tolerated. The instructors will pursue all violations of the University of Delaware's Code of Conduct, and request that they be punished to the fullest extent possible. Unless otherwise noted, all assignments in this course are to be completed individually. Only assignments #3-5 may be completed with a partner. The use of graded material from students enrolled in current or past semesters (including all assignments and quizzes) constitutes a violation of academic honesty. For further information and a statement of official University Policy, please consult the "Official Student Handbook".

Course Schedule

Barring unforeseen circumstances the course will adhere to the following schedule. Specific readings, videos, and assignments for each Module are detailed on Canvas.

Module 0: Introductions
Complete by August 30

Module 1: The Many Flavors of Entrepreneurship
Complete by September 3

Module 2: The Entrepreneurial Mindset & Process
Complete by September 10

Module 3: Idea Generation & Creativity
Complete by September 17 (idea pitch due September 14)

Module 4: Lean Startup Methods
Complete by September 24

Module 5: Customer Segments & Value Proposition
Complete by October 1

Module 6: Starting a Company
Complete by October 8

Module 7: Entrepreneurial Leadership
Complete by October 13 (recruiting pitch due October 11)