

**Syllabus: Principles of Innovation and Entrepreneurship** ENTR.3000.202 Fall 2016

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Course Times: Tue-Thurs: 12:30-1:45 pm Location: Pasteur 307

**Course Description-Catalog:** ENTR.3000 Principles of Innovation and Entrepreneurship. This course is designed to help non-business students understand the importance of innovation and entrepreneurship in today's global economy and cultivate an entrepreneurial mindset among students in the Manning School of Business entrepreneurship concentration. It will cover different forms of entrepreneurship such as small businesses, growth ventures, corporate entrepreneurship and social entrepreneurship. The course will focus on the types of innovation, turning innovation into an ongoing new venture and on the entrepreneurial process. Innovation and entrepreneurship theories and concepts will be discussed with real life examples and cases. Requisite: Sophomore level or higher.

**Course Overview:** After successful completion of this course, students will:

- Understand and articulate the impact of innovation and entrepreneurship on economic development;
- Develop an awareness and understanding of entrepreneurship and the entrepreneurial process;
- Integrate entrepreneurial thinking and problem-solving into their academic and professional aspirations;
- Articulate the different pathways to entrepreneurship including lifestyle businesses, high-tech/high growth entrepreneurship, corporate entrepreneurship and social entrepreneurship.

**Required text:**

*Innovation and Entrepreneurship*, 3rd ed., by John Bessant and Joe Tidd - ISBN: **978-1-118-99309-5**

Online: <http://www.jackmwilson.net/Entrepreneurship/Principles/JMW-Principles-Syllabus-F2016-Doc.pdf>

How to read the text and online materials: This is **very important**. Read the online materials first. I will draw my test questions primarily from the materials that are online. After reading the online materials, you should then read the text and use the text to help understand materials on the web site. Many materials in the text are a bit outdated and (in some cases) use some terminology that is used in Europe rather than the US. In my online materials, I give the more usual US terms to equip you to understand the US approach.

**Other reading material:** During the semester we may discuss relevant articles from the *Economist*, *Wall Street Journal*, *Boston Globe*, *New York Times*, *Wired*, *Advertising Age*, *Entrepreneur*, and others. These articles will relate current events to the concepts taught in class.

Web link: [www.jackmwilson.net](http://www.jackmwilson.net)

Principles: <http://www.jackmwilson.net/Entrepreneurship/Principles/index.html>

Syllabus: <http://www.jackmwilson.net/Entrepreneurship/Principles/JMW-Principles-Syllabus-F2016-Doc.pdf>

Case Study Collection: <http://www.jackmwilson.net/Entrepreneurship/Cases/index.htm>

Other Entrepreneurship Resources: <http://www.jackmwilson.net/Entrepreneurship/Entrepreneurship.htm>

Glossary of Useful Business Terms and Acronyms [[Glossary](#)]

**Prerequisites for the Course**

There are no pre-requisites for this course other than sophomore standing.

**The Schedule** for the class is linked here and a summary schedule is at the end of this syllabus:

<http://www.jackmwilson.net/Entrepreneurship/Principles/JMW-Principles-Schedule-F2016.htm>

**Grading:**

Requirement	% Total
Exam 1	20%
Exam2	20%
Final Exam	20%
Individual Proposal	10%
Elevator Pitch (2 min)	5%
Team Project & Presentation	20%
Class Participation	5%
Total:	100%
Grading Scale	
94-100	A
90-93	A-
87-89	B+
84-86	B
80-83	B-
77-79	C+
74-76	C
70-73	C-
67-69	D+
64-66	D
0-63	F

**Grading:** Your final course grade will be based on the following:

1. Exam 1 (20%)
2. Exam 2 (20%)
3. Final exam (20%),
4. One page individual project proposal (10%)
5. Individual 2 minute pitch on proposal(5%)
6. Team Project (10 pages) presenting the business case for a venture. (20% -10% presentation and 10% paper).
7. Class participation (5%).

**Attendance:**

Attendance is expected at every class. Missing more than two classes will result in an additional 2% deduction for additional classes missed –unless there is a compelling reason for the absences.

**Tests:**

You will be expected to take two exams and a final as laid out in the schedule and syllabus for the course. Each exam will consist of 25-50 questions that consist of multiple choice, matching, or true false questions. You will have one hour (60 minutes) to complete the tests.

**Individual One Page Proposal (Due Sept 29):**

Each student will write a one page proposal for a potential project in which title, problem, potential solution, target market, and competitors are presented. You may chose that on your own or interview potential entrepreneurs to obtain an idea. **On October 20**, you will give a two minute elevator pitch to the entire class. At that point you should pick a project to work on as a team of about 3-6 persons.

**Class Team Projects:**

Students will form teams of 3-6 persons to prepare a project plan. As a team you are to prepare a 10 page project paper (summary business plan) that does an analysis of a potential new venture. As part of that you will create a Business Model Canvas. You may form your own teams, or I will form them for you. I will be available for discussion of ideas. The idea is most likely to be fleshing out one of the individual project proposals above.

Use the text and the syllabus to prepare an analysis that covers everything such as opportunity recognition, feasibility, industry and competitor analysis, business model, legal issues, financial analysis, team selection, getting funding, marketing, intellectual property, and strategies for growth and overcoming challenges.

The form of this paper is similar to that in the Difference Maker (DM) toolkit at [https://www.uml.edu/docs/2016%20Final%20Idea%20Plan%20Template\\_tcm18-231734.pdf](https://www.uml.edu/docs/2016%20Final%20Idea%20Plan%20Template_tcm18-231734.pdf) . It is also similar

to a summary business plan as discussed in my [Chapter on the Business Plan](#). The details are given in this chapter both for the Idea Plan (Business Plan) and for the Rocket Pitch.

You may choose to do this for a hypothetical idea of your own team, or you may work with other groups on campus to prepare a plan for one of their proposed ventures.

One group that you should consider is the [Difference Makers](#) group.

Please find the DM Toolkit for the final project here:

[https://www.uml.edu/docs/2016%20Toolkit%20Worksheets\\_tcm18-231203.pdf](https://www.uml.edu/docs/2016%20Toolkit%20Worksheets_tcm18-231203.pdf)

Please find the DM Idea Plan for the final project here:

[https://www.uml.edu/docs/2016%20Final%20Idea%20Plan%20Template\\_tcm18-231734.pdf](https://www.uml.edu/docs/2016%20Final%20Idea%20Plan%20Template_tcm18-231734.pdf)

Please find the DM Rocket Pitch for the final project here:

[https://www.uml.edu/docs/2016FinalRocketPitchTemplate\\_tcm18-231731.pdf](https://www.uml.edu/docs/2016FinalRocketPitchTemplate_tcm18-231731.pdf)

This is a list of student organizations at UMass Lowell: [UML Student Organization Links](#)

Each team is expected to make a 5-7 minute presentation on the project during the first week of December. This presentation should be modeled on a slightly enlarged version of the Elevator Pitch or the Rocket pitch as described in the course materials and references. You are encouraged to use a few PowerPoint slides, but do not over do it.

### **Essential Learning Outcomes (ELO):**

This course is intended to meet several essential learning outcomes. The first is “*Diversity and Cultural Awareness*” and is met through the study of a diverse set of entrepreneurs and discussion of case studies identifying obstacles that they faced and how they overcame them. This will be evaluated through class participation and the three tests.

The second is the “*Written and Oral Communication*,” which is met through preparation of written and oral materials such as the individual project proposal and the class team projects which must be presented in both written and oral form.

### **Academic Integrity Policy**

UMass Lowell students are expected to be honest and to respect ethical standards in meeting academic assignments and requirements. A student who cheats on an examination or assignment is subject to administrative dismissal. Please visit the [Academic Integrity](#) Web site for specific details regarding this policy.

### **Student Disability Services**

UMass Lowell students requiring academic accommodations should contact [Student Disability Services](#) for assistance

**Schedule** [[Updated Linked Version Here](#)] **Subject to change at any time to be announced in class.**

**This was revised on October 27, 2016 after class discussion. The exam 2 was moved back one day.**

Date	Class Topic	Assignments
1-Sept	Introduction and Overview	Start to form teams for semester projects.
6-Sept	Introduction to Entrepreneurship Case:	Text Chapter 1 -The Innovation Imperative <a href="http://www.jackmwilson.net/Entrepreneurship/Cases/Case-ILINC-">http://www.jackmwilson.net/Entrepreneurship/Cases/Case-ILINC-</a>

	ILinc LearnLinc	<a href="#">LearnLinc%20Case.pdf</a>
8-Sept	The Entrepreneurial Process, Innovation, and Types	Text Chapter 2 -Social Innovation Case: <a href="http://www.jackmwilson.net/Entrepreneurship/Cases/Case-SolarElectricLight-HarishHand.pdf">http://www.jackmwilson.net/Entrepreneurship/Cases/Case-SolarElectricLight-HarishHand.pdf</a>
13-Sept	Introduction to Business Models Case: ZipCar	Wilson-3-Introduction to <a href="#">Business Models</a> Text Chapter 16 Business Models and Capturing Value Case: <a href="http://www.jackmwilson.net/Entrepreneurship/Cases/Case-ZipCar.pdf">http://www.jackmwilson.net/Entrepreneurship/Cases/Case-ZipCar.pdf</a>
15-Sept	Globalization and Case: Champ-MacNeill Eng.	Text Chapter 3 -Innovation Globalization and Development Read Case <a href="http://www.jackmwilson.net/Entrepreneurship/Cases/Case-MacNeillUSA-Champ.pdf">http://www.jackmwilson.net/Entrepreneurship/Cases/Case-MacNeillUSA-Champ.pdf</a>
20-Sept	Sustainability	Text Chapter 4 -Sustainability Led Innovation and <a href="https://www.ted.com/talks/audrey_choi_how_to_make_a_profit_while_making_a_difference">https://www.ted.com/talks/audrey_choi_how_to_make_a_profit_while_making_a_difference</a>
22-Sept.	Entre. & Creativity Holly Butler, Difference Makers, "An Ideation Exercise"	Text Chapter 5 -Entrepreneurial Creativity
27-Sept	Sources of Innovation	Text Chapter 6 -Sources of Innovation and Case: Netflix - <a href="http://www.jackmwilson.net/Entrepreneurship/Cases/Case-NetFlix.pdf">http://www.jackmwilson.net/Entrepreneurship/Cases/Case-NetFlix.pdf</a>
29-Sept.	Review of Material and Cases and Presentations above	<b>One page individual project proposal due</b>
4-Oct	Exam 1	Exam 1
6-Oct	Search Strategies	Text Chapter 7 -Search Strategies for Innovation Case- Segway
11-Oct	Monday Class Schedule	Mid-semester grades need to be done by now.
13-Oct	Building the Business Plan	Text Chapter 8 - Building the Case and <a href="http://www.jackmwilson.net/Entrepreneurship/SNV/SNV-Chap4-BusinessPlan.pdf">http://www.jackmwilson.net/Entrepreneurship/SNV/SNV-Chap4-BusinessPlan.pdf</a>
18-Oct	The Lean Launchpad	<a href="http://www.jackmwilson.net/Entrepreneurship/TE/TE-Chap8-LeanLaunchpad-BusinessModelCanvas.pdf">http://www.jackmwilson.net/Entrepreneurship/TE/TE-Chap8-LeanLaunchpad-BusinessModelCanvas.pdf</a>
20-Oct	Individual 2 minute Elevator Pitches	Prepare your Elevator Pitch
25-Oct	Leadership Teams, and continuation of elevator pitches.	Text Chapter 9 - Leadership and Teams
27-Oct	Networks	Text Chapter 10 - Exploiting Networks Case: <a href="http://www.jackmwilson.net/Entrepreneurship/Cases/Case-GururajDeshpande.pdf">http://www.jackmwilson.net/Entrepreneurship/Cases/Case-GururajDeshpande.pdf</a>
1-Nov	Developing New Products and Services and Pulichino-Tong build Group 3 International	Text Chapter 11 - Developing New Products and Services Case: <a href="http://www.jackmwilson.net/Entrepreneurship/Cases/Case-Pulichino-Tong.pdf">http://www.jackmwilson.net/Entrepreneurship/Cases/Case-Pulichino-Tong.pdf</a>
3-Nov	Creating New Ventures	Text Chapter 12 - Creating New Ventures
8-Nov	Field Study Day	Meet with your team members to work on your project.
10-Nov	Review for Exam 2	
15-Nov	Exam 2	Exam 2
17-Nov	Developing Businesses and Growing the Enterprise	Text Chapter 13 - Developing Businesses and Talent through Corporate Venturing Text Chapter 14 - Growing the Enterprise
22-Nov	Intellectual Capital and Intellectual Property	Text Chapter 15 - Exploiting Knowledge and Intellectual Property
29-Nov	From Idea to Result	Text Chapter 17 - Learning to Manage Innovation and Entrepreneurship <a href="http://www.jackmwilson.net/Entrepreneurship/TE/TE-Chap7-Business%20Models.pdf">http://www.jackmwilson.net/Entrepreneurship/TE/TE-Chap7-Business%20Models.pdf</a>
1-Dec	Team Project Presentations	5-7 minute presentations by each team.

6-Dec	Team Project Presentations	Team project papers are due today by end of class.
8-Dec	Final Exam Review	
TBD	Final Exam	