

Syllabus: Principles of Innovation and Entrepreneurship ENTR.3000.202 Fall 2017

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Course Times: Mon.&Wed.: 2:00-3:15 pm Location: TBD

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 community and economic development;
- Develop an awareness and understanding of entrepreneurship and the entrepreneurial process;
- Know the three models of entrepreneurial development: Causal, Effectual, and Lean Launchpad
- 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:

There is no required text to be purchased. Materials may be found online at:

<http://www.jackmwilson.net/Entrepreneurship/Principles/JMW-Principles-Syllabus-F2017.pdf>

How to read the materials: You are expected to read the assigned materials before each class. You may be quizzed on these materials using in class quizzes, electronic clickers, or required quizzes on UML Blackboard.

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*, *INc.* and others. These articles will relate current events to the concepts taught in class.

Web link: www.jackmwilson.net

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

Syllabus: <http://www.jackmwilson.net/Entrepreneurship/Principles/JMW-Principles-Syllabus-F2017.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-F2017.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 elevator 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 Oct. 4, 2017):

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 23**, 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 . 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

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

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

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 overdo 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. A chapter on Globalization places E&I into a diverse global context. 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.**

Date	Wilson Proposed Syllabus 2017	Read	Case [CaseList]
6-Sep	Introduction and Meet some Entrepreneurs	Wilson-0	
11-Sep	Introduction to Innov. & Entrepreneurship Why do they matter? Types and Approaches	Wilson-1 Drucker-Chap.1	ILinc-LearnLinc Case ILinc LearnLinc
13-Sep	The Entrepreneurial Process, Innovation, and Types Corporate/New Venture/Social; Social Entrepreneurship	Wilson-2 Drucker-Chap.2	Harish Hande-SELCO
18-Sep	Introduction to Business Models	Wilson-BusModel Wiki-BusModel	Uber
20-Sep	Globalization	Wilson-Global	Pulichino-Tong Group3 Int
25-Sep	Effectuation in Creating a New Venture	How Great Entr. Think -Inc 2011	Stacy's Pita Chips
27-Sep	Entre. & Creativity Holly Butler, Difference Makers, "An Ideation Exercise"	Wilson-Creativity SCAMPER-Process	
2-Oct	Building the Business Plan	Wilson-BusPlan	Altaeros energy
4-Oct	The Lean Launchpad and One Page Proposal Due	Wilson-LeanLaunch	Privo Technology
11-Oct	Exam 1		
16-Oct	Search Strategies Incremental/Radical/Open	Wilson-SearchStrat.	Segway
18-Oct	Leadership Teams	Wilson-Teams	Google
23-Oct	Individual 2 minute Elevator Pitches		
25-Oct	Marketing for Entrepreneurs continuation of elevator pitches	Wilson-Marketing	ZipCar
30-Oct	Intellectual Capital and Intellectual Property	Wilson-IP	Crispr
1-Nov	Developing New Products and Services	Wilson-NewProduct	WhatsApp
6-Nov	Funding New Ventures	Wilson-Funding	Kickstarter
8-Nov	Guest Lecture		Champ - MacNeill Eng.
13-Nov	Team Project Day -In Class Workgroups		
15-Nov	Review for Exam 2		
20-Nov	Exam 2		
27-Nov	Developing Businesses and Growing the Enterprise	Ten Tips-Zwilling Wilson-Growth	Snapchat-Snap Inc.
29-Nov	Networks	Wilson-Networks	Desh Deshpande
4-Dec	From Idea to Result	Wilson-IdeaToResult	NetFlix
6-Dec	Team Project Presentations		
11-Dec	Team Project Presentations		
13-Dec	Final Exam Review		
TBD	Final Exam		