

Syllabus: Principles of Innovation and Entrepreneurship ENTR.3000.202 Spring 2018
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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:

"Startup Opportunities" by Sean Wise and Brad Feld; John Wiley NY; (2017).

Materials may be also found online at:

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

How to read the materials: You are expected to read the assigned materials before each class. You may be quizzed on these materials using 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.

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 can be found on the course link above and a summary schedule is at the end of this syllabus. Each "week" of this course typically begins on a Monday (12:00 AM ET), and ends on a Sunday (11:59 PM ET) beginning on January 22 and ending on April 8.

Mail (Messages - Mail on the Course Menu)

Mail should be reserved for private or personal issues. You may Mail me at any time, and I will try to respond within 24 hours during weekdays –longer on weekends and holidays. Please note that Blackboard works with its own internal mail system, which means all messages are sent, stored and read within your course, and not through your own external mail. To access Mail, log on and go to your course, and click on the Mail tool on the course menu on the left side your screen. It is recommended that you check Mail at least once a day, so that you don't miss important course information.

Blackboard provides a convenient indicator if you have unread Mail waiting for you. Once you log into Blackboard, before clicking on a course link, if you look at the upper-left corner of your UML Online Learning page, you will see a "My Messages" area. If there is new mail waiting for you, they will show up there. You can simply click on the link and you will be brought directly into your course Mail system.

Chat (Blackboard Collaborate Web Conferencing - Chat on the Course Menu)

Chat is voluntary, but I recommend it in order for you to get the most out of this course. It is a "real time" or "live-on-line" discussion of issues relating to the course. For this course, chat will take place on **Wednesday evenings from 8:00 - 9:00** Eastern Time. Our first chat will take place on Wednesday, **January 24th**.

We will be using Blackboard Collaborate Web Conferencing for chat. It is an audio, video, and text-based chat tool. I will be using all 3 features. Feel free to turn on your mic and web-cam if you have one, or, if you'd prefer, you can simply use your keyboard and chat in a text-based mode.

Note: A speaker and/or headset is recommended for chat, since I will be using my microphone during chat. The chat tool is activated by clicking on the Chat link in the Course Menu on the left side of your screen, and then enter the room by clicking Join Room. Each chat session will be recorded (archived) for future reference.

I recommend attempting to access the chat room prior to our scheduled chat session.

Chat room guidelines: • Please keep subject matter related to course material. • When you are "talking" to someone in particular, please begin your statement with that person's name, followed by a colon. For example, if you wanted to ask John Smith a question, your statement would look something like: "John: what do you think about..."

No profanity. If profanity or any other type of harassment takes place, you will automatically be prohibited from entering any course related chat rooms in the future.

Discussion Forums (Discussion Board on the Course Menu)

We will use the Discussion Board for required discussion of questions that I will pose each week and for general questions that you may wish to ask.

Questions/Comments Forum: I have setup a default Questions/Comments discussion forum in the Discussion Board where you can post questions and/or comments throughout the semester. To access the forum, click on the Discussion Board link in the Course Menu and then the Questions/Comments forum.

I will be checking the Questions/Comments forum as often as I can during weekdays, and I will respond as needed. Please do not email me your questions (unless they are personal), because chances are, if you have a question related to Blackboard and/or the course material, someone else has the same question. Many students can benefit from your question, and subsequent answer. Also, feel free to respond to one another's questions. No need to wait for me!

Forum of the Week: Each week I will post a question or questions for you to respond to. In order to get full credit for the class participation component of this course, you need to respond to each question.

The "Forum of the Week" is a required element of the course. There is a total of 10 forums (1 each week). Posting to each of the weekly forums is worth 1 point towards your final course grade, for a total of 10 points towards your final course grade. You will earn the full 1 point credit for each forum by posting at least 3 grammatically correct, complete, thoughtful sentences to the initial forum question (posted by me). You can either comment on the initial question, or you can reply to a fellow classmate's post. If you do not post your reply on time, you can still earn 0.5 points by replying within a week of the due date of the forum. After a week post due-date, you will earn a zero as your forum credit for the week. The last five points will be subjectively awarded to recognize the overall quality of your postings -with 3 being average.

The Discussion Board is a great place to interact and to share information. We all bring something valuable to the table. Let's make the most of this wonderful information sharing resource.

Grading:

Requirement	% Total
Exam 1	30%
Exam2	30%
Individual Paper	15%
Elevator Pitch (2 min)	10%
Class Participation	15%
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 (30%)
2. Exam 2 (30%)
3. Individual paper and presentation analyzing a proposed business opportunity (15%)
4. Two (2) minute elevator pitch on proposal (10%) submitted as a video
5. Class participation on discussion boards and in class quizzes (15%).

Exams:

You will be expected to take two exams 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 1.5 hour (90 minutes) to complete the tests. You cannot pause the test and must finish by 1.5 hours after starting. Both tests are taken online in Blackboard and will be graded automatically, but the results will not be available until after the due date. Like all course materials, the exam is released at 12:01 on Monday morning and is due by midnight of the following Sunday.

There is **no make-up** for either exam unless there are extraordinary and well documented reasons for missing.

Class Projects (Due April 8):

We will be using Blackboard's "Assignment drop box" tool to submit all Class Projects (exercises). You will access the link to the exercises from the weekly folder on April 2-8. The link will become available during that week, and will be available until the cutoff date (1 week after the due date). You are to prepare a 10-page project paper (summary business plan) that does an analysis of a potential new venture. This is to be 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. The ten page analysis is due on **April 8** along with a video of your elevator pitch for the project. As part of that you will create a Business Model Canvas. I will be available for discussion of ideas. All papers are to be turned in electronically on the Blackboard system

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, 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 individual is expected to create a 2 minute video presentation of an Elevator Pitch or Rocket Pitch on the project. This is due with the final paper in April. 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. Please submit this on Blackboard as instructed.

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 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. All papers are to be turned in electronically in one of these formats as appropriate: PDF, DOC, DOCX, PPT, PPTX

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

Subject to change at any time to be announced in class.

Week	Dates	Notes
1	1/22 – 1/28	Ch. 1-What is a startup? Course Intro. & Meet Some Entrepreneurs Why Entrepreneurship matters
2	1/29 – 2/4	Ch. 2- The Democratization of Startups and Case: ILinc Case - Ch. 3-Opportunities
3	2/5 – 2/11	Ch. 4-Approaches to Opportunity Evaluation & Business Models, Lean Launchpad & Business Model Canvas & Case: Privo Technologies
4	2/12 – 2/18	Ch. 5-People; Building a Team Google Ch. 6- Pain [Needs, Pain, and Solutions]
5	2/19 – 2/25	Exam 1 Ch. 7 Product New Product Development
6	2/26 – 3/4	Entrepreneurship is Global Case: Harish Hande- SELCO-India
7	3/5 – 3/11	Ch. 8-Market; Marketing Case: Stacy's Pita Chips
--	3/12 – 3/18	Spring Break
8	3/19 – 3/25	Ch. 9-Plan & revisit Lean Launchpad and Business Model Canvas https://hbr.org/2013/05/why-the-lean-start-up-changes-everything
9	3/26 – 4/1	Ch. 10-Pitch The Pitch and Business Plans -or not. Ch. 11-Raising Money Fund raising for a new venture ; Case-[Kickstarter]
10	4/2 – 4/8	Ch. 12-Pitfalls [How to Fail at Entrep.] Ch. 13-Don't quit your day job unless.. Term Project is due and Final Exam

All Chapter reading assignments are in the required text:

"Startup Opportunities" by Sean Wise and Brad Feld

Other reading assignments are on Blackboard or may be found at:

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