

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

Jack M Wilson, PhD, [[Jack M. Wilson](#)],

Distinguished Professor of Higher Education, Emerging Technologies, and Innovation;

jack_wilson@uml.edu; Office: Pulichino-Tong-220C

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:

<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 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-Spring2018-online.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 above and a summary schedule is at the end of this syllabus:

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%).

Tests:

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 one hour (60 minutes) to complete the tests.

Class Projects (Due April 8):

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 on the project during the second 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 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: IInc Case - [Slides] Ch. 3- Opportunities
3	2/5 – 2/11	Ch. 4-Approaches to Opportunity Eval and Bus.Models , Lean Launchpad and 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 Review Sheet 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 ; also 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 (non-chapter) reading assignments are either posted on Blackboard or are on links to web based material.