

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: Pulichino-Tong Bldg 160

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 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	25%
Exam2	25%
Individual Paper	15%
Team Paper	15%
Elevator Pitch (2 min)	10%
Class Participation	10%
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 (25%)
2. Exam 2 (25%)
3. Individual paper and presentation analyzing an assigned business from WSJ list below. (15%)
4. Team Paper analyzing a proposed business opportunity (15%)
5. Two (2) minute elevator pitch on proposal (10%)
6. Class participation and in class quizzes (10%).

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. You are also expected to be on time for class. *Late arrivals will be counted as one half of an absence.*

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.

Individual Company Analysis (Due November 15)

You will be assigned one of the 25 emerging technology companies identified by the Wall Street Journal this year. [[List of 25](#)] For your assigned company, do your research and complete

1. A Business Model Canvas (BMC) filling each of the sections except the *Cost Section*. Leave cost blank.
2. A one page paper on what you have observed from the preparation of the Business Model Canvas
3. You will present a two minute presentation on this BMC to the entire class

Class Team Projects (Due December 4):

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 **December 4**. On **December 11 or 13**, your team will give a two minute

elevator pitch to the entire class. As part of that you will create a Business Model Canvas. I will be available for discussion of ideas. This project will serve as your final exam. If the team enters this in the Difference Maker Competition three extra points will be given on total score. All papers are to be turned in electronically in one of these formats as appropriate: PDF, DOC, DOCX, PPT, PPTX

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 found at

<http://www.jackmwilson.net/Entrepreneurship/Principles/BusinessPlan-TeamProject.pdf>

More detailed coverage is given at:

<http://www.jackmwilson.net/Entrepreneurship/Principles/DevelopingAPlan.pdf>

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 consulting for ideas is the [Difference Makers](#) group.

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

Each team is expected to make a 2 minute 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 [[Updated Linked Version Here](#)]

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

Wk.	Date	Monday	Wednesday
1	4-6 Sep	Labor Day	Course Intro. & Meet Some Entrepreneurs Ch. 1-What is a startup?
2	11-13-Sep	Ch. 2- The Democratization of Startups [Why Entrepreneurship matters.]	Linc Case - [Text]; [Slides]
3	18-20-Sep	Ch. 3- Opportunities Case: Segway	Difference Makers Ideation Exercise
4	25-27-Sep	Ch. 4-Approaches to Opportunity Eval.; Bus.Models , Lean Launchpad and Business Model Canvas	Privo Technologies List of 25
5	2-4-Oct	Ch. 5-People; Building a Team	Google
6	9-11-Oct	Columbus Day Holiday	Ch. 6- Pain Needs, Pain, and Solutions
7	16-18-Oct	Exam 1	Ch. 7 Product New Product Development
8	23-25-Oct	Entrepreneurship is Global	Case: Harish Hande- SELCO-India
9	30-Oct-1-Nov	Ch. 8-Market; Marketing	Case: Stacy's Pita Chips
10	6-8-Nov	Ch. 9-Plan Planning; also revisit Lean Launchpad and Business Model Canvas Read: https://hbr.org/2013/05/why-the-lean-start-up-changes-everything	Ch. 10-Pitch The Pitch and Business Plans -or not.
11	13-15-Nov	Guest Lecturer: Andrew Sutherland, Co-Founder and CFO, Applied Biomath LLC	Individual BMC Projects Due and Presentations
12	20-22-Nov	Fund raising for a new venture Ch. 11-Raising Money; Case- Kickstarter	Day before Thanksgiving No Class
13	27-29-Nov	Ch. 12-Pitfalls [How to Fail at Entrep.] Case: Altaeros Energy	Case - [Snapchat]
14	4-6-Dec	Ch. 13- Don't quit your day job unless.. Term project is due -Summary Review	Exam 2 [Review Sheet Ch. 1-13]
15	11-13-Dec	Team presentations (Final)	Team presentations (Final)