

BA 311
Lavin Entrepreneurs 1
Fall 2015
August 24 – December 7

COURSE SYLLABUS

Instructors: Dr. Alex DeNoble & **Professor Bernhard Schroeder**
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Office Hours: Mondays 9:00pm - 10:00pm or by appointment
Class Time and Room: **Club Time: 7:30-8:00am, Class Time: Mondays 8:00 am – 8:50 am**

REQUIRED READINGS:

Summer Books:

Kiyosaki, R. (2000). Rich Dad, Poor Dad. Warner Books Ed: New York.
Lavin, L. (2004). Winners Make It Happen: Reflections of a Self-Made Man. Taylor Trade Publishing: Maryland

Course Books:

Carnegie, D. (1998). How to Win Friends & Influence People. Pocket Books: New York.
Gerber, M. (1995). The E Myth Revisited: Why Most Small Businesses Don't Work and What to Do About It. HarperCollins: New York.
Business Model Generation (PDF: Pages: 1 -72) (Will be emailed to you)

The Lavin Entrepreneur Program Description

This program is a two year, progressive, co-curricular program offered through the College of Business in conjunction with the Department of Management and the Lavin Entrepreneurship Center. The program offers students the opportunity to explore entrepreneurial issues in our local, regional, and global environments. Students will enroll in a one unit seminar each semester. These seminars are a blend of academic material and experiential activities designed to prepare students for entrepreneurially oriented career paths. Throughout the program, students will participate in activities to promote their academic and personal growth. Additionally, students will participate in a number of networking and social events designed to build confidence in their entrepreneurial competencies and enhance their social and professional networks. Students must be accepted into the Lavin Entrepreneur Program prior to their junior year (or first semester junior if transfer student) to be eligible for the courses. This program is open to any qualifying student enrolled at SDSU.

Lavin Entrepreneurship Students who complete this course will:

- Acquire knowledge about various paths to entrepreneurship
- Enhance entrepreneurial competencies
- Develop feasible business models on market opportunities
- Refine their written and oral communication skills to effectively present a business opportunity

BA 311 Lavin Entrepreneur 1 Course Description

This course is the first in a 4-course sequence in the Lavin Entrepreneur Program. In the course, students will be introduced to entrepreneurship as a potential path for future career development. Entrepreneurship is about creating and building something of value. An entrepreneur is someone who creates or seizes an opportunity and relentlessly pursues it without regard to the resources currently controlled. Within the broadest definition, entrepreneurs are found throughout all facets of life. Accordingly, in this course, students will begin their journey of developing their entrepreneurial competencies and professional networks. Additionally, students will be introduced to the basics of ideation, opportunity recognition and business model development.

BA 311 contributes to the overall goals of the Lavin Entrepreneur Program through the following student learning outcomes:

STUDENT LEARNING OUTCOMES

Upon completion of this course, you will be able to:

- SLO 1. Evaluate personal entrepreneurial characteristics and skill sets
- SLO 2. Articulate types of challenges entrepreneurs face during the start-up process
- SLO 3. Identify various paths to entrepreneurship
- SLO 4. Develop an initial idea for a new business
- SLO 5. Create an initial business model for pursuit of a new business idea

Assignments: We will address these student learning outcomes through the following assignments and course deliverables.

Interview an Entrepreneur: During the summer prior to the start of the Lavin Entrepreneur Program, students were given the assignment of identifying and interviewing an individual who had achieved some measure of success through engaging in entrepreneurial behavior. Guidelines for handling this assignment are included at the end of the syllabus.

Book Review: During the course, students will be asked to read 4 books depicting various aspects of the entrepreneurial experience. You will read each book and write 1-2 pages on your reflection of the author's work. Your reflection should address the following areas:

- 1) Identify at least 3 key insights you gained from reading this book
- 2) Discuss how the book will impact you.
- 3) Identify 3 things will you do differently because of what the author presented.

The four books we will be discussing this semester include:

- 1) Winners Make it Happen by Leonard Lavin (*Summer Assignment*)
- 2) Rich Dad Poor Dad by Robert Kiyosaki (*Summer Assignment*)
- 3) How to Win Friends & Influence People by Dale Carnegie (*Fall*)

4) The E Myth Revisited by Michael Gerber (*Fall*)

Due dates are located under Course Schedule

Participation in VentureStart Competition

The Lavin VentureStart Competition is designed to unify multidisciplinary students whose talents, ideas and energy may operate tomorrow's leading firms. As a Lavin Entrepreneur, you will be on a team of student entrepreneurs who are able to develop a business model canvas that showcases the new venture's ability to pivot in response to customer input and interaction. This business model competition cultivates ideas around lean startup and business model development to reward SDSU students for innovative ideation. You will receive points for participating.

Preliminary Business Model Canvas for Entrepreneur Day: During week 15 of the course, students should prepare a preliminary business model canvas based on the idea they pitched during week 13 for Entrepreneur Day, which will be held in March of the upcoming Spring semester.

GRADING POLICY:

This is a Pass/Fail course. In order to receive credit, students must satisfactorily complete each of the following required course components. The required course components are as follows:

Class Assignments	Points Each Worth	Total
Interview an Entrepreneur	20 points	20
Book Reviews (4)	20 points each	80
Experiential Exercise	30 points	30
VentureStart Competition	10 points	10
Preliminary Business Model Canvas	10 points	10
Class Attendance (15)	10 points each class	150
Total Points	300	300

******Must earn 210 points at least to pass the class and continue in the Lavin Entrepreneur Program. Note that this is the MINIMUM and we certainly don't expect the minimum from each one of you. Attaining a minimum set of points is no guarantee you will remain in the Lavin Program.***

WRITTEN WORK:

All written work is to be typed double-spaced using letter sized papers (8.5x11 inches) with 1-inch margins and at 11-point Times New Roman text. Clearly state your name, date, and red ID in the top right corner.

CLASS POLICIES

Attendance: Unless pre-arranged with the instructor, students are expected to attend and participate in all classes. More than two unexcused absences may result in your being dropped from the Lavin Entrepreneur Program.

Class preparation: Reading assignments and cases for class discussions should be prepared in advance of class meetings.

Smartphones and computers are not to be used in class except during the research or group case workshops.

BA 311 Course Schedule

Week	Date	Class Topic	Due
1	24-Aug	Orientation, Entrepreneur Interview Assignment Review	Interview with an Entrepreneur Assignment
2	31-Aug	Leonard Lavin and Rich Dad Poor Dad Book Discussions, Sell Something Exercise	Book reviews for Summer books due
3	7-Sep	NO CLASS LABOR DAY	NO CLASS
4	14-Sep	Local Entrepreneur Visit, Self-Evaluation Due	<i>Guest Entrepreneur Self-Evaluation Due</i>
4	11-Sep	Mentor Breakfast	Event: <i>September 18th Lavin Mentor Breakfast</i>
5	21-Sep	Business Model Generation Discussion, Sell Something Review	<i>Dale Carnegie Book Review due</i>
6	28-Sep	Information, Ideation, and Trend Spotting Workshop	In-class Trend Exercise
7	5-Oct.	Team Presentations	Presentation Journey Board
8	12-Oct	Guest Entrepreneur	Guest Entrepreneur
9	19-Oct	Observation Lab Ideation	Observation Lab Presentation
10	26-Oct	Local Entrepreneur Visit	Guest Entrepreneur
11	2-Nov	Engineering, Biotech, and Zahn Center Tours Creativity Exercise at Zahn Center	<i>Tours</i>
12	9-Nov	Dale Carnegie Book and The E-Myth Revisited Discussion, Power of Networking	<i>Dale Carnegie and E Myth Revisited Book Review; Networking Exercise</i>
13	16-Nov	Local Entrepreneur Visit	Guest Entrepreneur
14	23-Nov	Paths to Entrepreneurship	Team Exercise
15	30-Nov	Preliminary Business Model Canvas for Entrepreneur Day	Business Model Canvas
16	7-Dec	Final Course Wrap-up and Breakfast	

GUIDELINES FOR INTERVIEW WITH AN ENTREPRENEUR ASSIGNMENT

You will conduct either one in-depth interview or a series of interviews with an entrepreneur. You will arrange to either meet the entrepreneur at his or her location, on campus, a mutually agreeable neutral site or via a video (Skype or other similar platform) conference call. During this interview process, you will seek to learn why and how the entrepreneur started the business, challenges he/she has faced in gaining early momentum, current issues he/she is dealing with and future plans and prospects. You should prepare a maximum 3-5 page write-up (Times New Roman 12 pt font, double spaced with one inch margins on all sides) of this assignment to be turned in at the beginning of the class on August 29th.

The final paper should be sub-divided into five main sections as follows:

1. **The Entrepreneur Before He/She Started The Venture:** In this section, you should seek to gain an understanding of the entrepreneur's life leading up to the start of the venture. Issues to focus on should include but not be limited to: educational background; previous work experience (before starting the venture); role models growing up; entrepreneurial experiences as a youth; and parental or other family ties to entrepreneurship. When did the entrepreneur know that he/she wanted to be an entrepreneur?
2. **The Entrepreneur At The Time He/She Started The Venture:** In this section, you should seek to gain an understanding of the entrepreneur's experiences in starting the venture. Issues to focus on should include but not be limited to: primary motivation for starting the business and the factors that led to the start of the venture; goals for the venture at the time of start-up (i.e. lifestyle or rapid growth; beliefs about employees, partners, debt and outside equity financing; resources (human, social and financial) that the entrepreneur had when starting the venture; were there any especially creative things they did to come up with the needed resources?; concern about control of the venture, of people and decision making; risks the entrepreneur took in starting the venture; typical work days and work weeks during the start-up phase. Ultimately, how prepared did the entrepreneur feel to start the venture at the time he/she did it?
3. **The Entrepreneur As He/She Grew The Venture:** In this section, you should explore how the entrepreneur and the company evolved over time. Issues to focus on should include but not be limited to: how goals and values changed over time; any changes in risk orientation; changes in need for control; changes in work day and week as the venture grew; changes in the entrepreneur's time allocation; assumptions that proved to be wrong; mistakes made and lessons learned along the way; points in time when the venture could have failed.

4. The Entrepreneur Today and Tomorrow: In this section, you should explore the entrepreneur's reflections on the past and visions for the future. Issues to focus on should include but not be limited to: What would the entrepreneur do differently if they had it to do over again; what personal characteristics does the entrepreneur see in himself/herself that were especially critical for achieving success with this particular venture; plans for the future in terms of the venture; does he/she have an exit strategy?; advice for a college student interested in starting a business today.

5. Reflections On The Interview: In the appendix section (not counted as part of the 5 page limit) you should write a 1 page personal reflection. How did the findings of the interview apply or were meaningful to himself/herself? What did you learn or discover that has meaning for your own plans, for your own future?

Tips For Handling This Assignment

- Interview must be approached rigorously, not casually
- Prepare questions in advance. It is helpful to first walk through the questions in a mock interview.
- Develop an efficient means for taking notes or capturing the key points made by the entrepreneur.
- You should first attempt to establish a personal rapport (i.e. taking the entrepreneur to lunch for the interview might help).
- It is critical that you do not just deal with superficial questions and answers. The key is to probe, to ask why, to delve beneath the surface.
- Don't just dwell on the positive
- Try to cut through the bias or propaganda
- Be sure to examine the effect of the venture on the person's total life.