

BA 312
Lavin Entrepreneurs 2
Spring 2016
January 19 – May 5

COURSE SYLLABUS

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Office Hours: Wednesdays 1:30pm - 3:00 pm or by appointment
Class Meeting Times: **Club Time:** 7:30 – 8:00; **Class Time:** 8:00 – 8:50

Required Readings

Winter Break Book:

Schroeder, Bernhard. (2015). Fail Fast or Win Big

Spring Books:

Kelley, T. & Littman, J. (2005). The 10 Faces of Innovation: IDEO's Strategies for Defeating the Devil's Advocate and Driving Creativity Throughout Your Organization. Currency: United States.

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 during their sophomore year to be eligible for the courses. This program is open to any qualifying student enrolled at SDSU.

Lavin Entrepreneurship Students will graduate with:

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

BA 312 Lavin Entrepreneur 2 Course Description

This course is the second in a 4-course sequence in the Lavin Entrepreneur Program. In the course, students will continue building their entrepreneurial competencies and mindsets. The class emphasizes the utilization of entrepreneurship frameworks for business opportunity assessment. Ideation and feasibility analysis techniques in ventures, and how to interact and negotiate with strategic partners will also be highlighted.

BA 312 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. Demonstrate ideation analysis techniques

SLO 2. Negotiate and interact with strategic partners

SLO 3. Assess new product feasibility in a target marketplace

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

Book Review: During the course, students will be asked to read 3 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 picked up from reading this book
- 2) Discuss how the book will impact you.
- 3) Identify 3 things you will do differently because of what the author presented

The three books we will be discussing this semester include:

- 1) Fail Fast or Win Big by Bernhard Schroeder Due: 1/27
- 2) The 10 Faces of Innovation by Tom Kelley and Jonathan Littman Due: 5/6

Link to Negotiation Survey

<http://www.ebsglobal.net/programmes/negotiation-quiz>

Emerging Entrepreneur Trends Research Project: For this assignment, you will form study groups consisting of 2 – 3 classmates. Each study group will choose an emerging entrepreneur trend or set of trends that you believe will have a significant impact on future entrepreneurial opportunities and business models. You are to read at least 10 outside articles discussing your trend and then develop a formal Powerpoint or Prezi presentation. It may also be helpful to identify entrepreneurs or executives in companies who have developed business models to exploit these trends. If possible, conduct an interview with one or more of these individuals. Your oral presentation should be no longer than 10 minutes followed by 5 minutes of Q&A. A guideline for preparing this entrepreneurial trends research project is included at the end of the syllabus.

Participation in LeanModel Competition: In March, the Lavin Entrepreneurship Center will be hosting the annual LeanModel Competition. Entrepreneurial student teams from throughout the nation will come to the SDSU campus to present their proposed business projects to panels of expert entrepreneurial judges. All students in the Lavin Entrepreneur Program will be required to **attend this event, participate, or volunteer**. In a subsequent class session following the competition, you should come prepared to reflect on your key learnings and take aways from this experience.

Participation in Entrepreneur Day: In March, the Lavin Entrepreneurship Center sets up an entrepreneurial village on campus to showcase students pursuing emerging business opportunities. All students in the Lavin Entrepreneur Program (working individually or in a team of up to 2 people) will organize a booth for this event. You must identify a product or service that you can sell to the campus community. You can either develop and sell your own product or service or make arrangements to source a product or service from existing suppliers. In either case, you need to plan to have your product or service available and ready to sell on the date of the event. In many cases you will have to negotiate with prospective vendors or other strategic partners while arranging to sell your product or service at the event. You will have to think about your target market segment, value proposition, cost and pricing issues. During the event, you will keep note of customer reactions to your product or service. In a subsequent class session following the event, you should come prepared to reflect on your key learnings and take aways from this experience.

Business Model Canvas Assignment: As you wind down the first year of your Lavin Entrepreneur program, you need to be thinking about a possible project idea that you can use during the second year as a basis for starting a company. Accordingly, for this assignment, you will produce a first cut of a proposed business model canvas based on a project you think that you might like to work on during the following academic year.

Participation in VentureStart Competition: The Lavin VentureStart Competition is designed to unify multidisciplinary students whose talents, ideas and energy may lead to the development of leading entrepreneurial firms of tomorrow. As a Lavin Entrepreneur, you will be on a team of student entrepreneurs who will develop a business model canvas that showcases a potential new venture opportunity based on your market assessments and interactions. This business model competition cultivates ideas around lean startup and business model development to reward SDSU students for innovative ideation. You will be graded for your team's twice-pivoted business model canvas. Workshop dates and final competition date are listed in the class schedule.

Participation in Launch-in: Each fall and spring, the Lavin Entrepreneurship Center hosts a special event we call "Launch-in". This coming spring (dates TBD) you will have a chance to meet and interact with 4 entrepreneurs and visit with up to 50 start-up companies looking to hire interns or summer employees. This event will provide you with an opportunity to engage with new and interesting players in San Diego's entrepreneurial ecosystem.

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
Book Reviews (2) - Required	20 points each	40
Emerging Entrepreneur Trends - Required	30 points	30
Team Selling Exercise - Required	25 points	25
Entrepreneur Day - Required	40 points	40
LeanModel Competition	30 points	30
VentureStart Competition	30 points	30
Launch-in	30 points	30
Class Attendance (15)	5 points each class	75
Total Points	300	300

*****Must earn 210 points at least to pass the class. Note that 165 of these points MUST come from the book reviews, Entrepreneur Trends Assignment, Business Model Canvas Assignment and participation in E-Day. To continue into the second year of the Lavin Entrepreneur Program, I will be looking for significant individual participation over and above this minimum threshold.**

CLASS POLICIES

Written work:

All written work is to be typed double-spaced using letter sized papers (8.5x11 inches) with 1-inch margins and at 12-point Times New Roman text. Clearly state your name, date, and red ID in the top right corner.

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

Smartphones and computers: in These devices are not to be used in class except as they may pertain to class discussions and exercises.

Students with Disabilities: If you are a student with a disability and believe you will need accommodations for this class, it is your responsibility to contact Student Disability Services at [\(619\) 594-6473](tel:6195946473). To avoid any delay in the receipt of your accommodations, you should contact Student Disability Services as soon as possible. Please note that accommodations are not retroactive, and that I cannot provide accommodations based upon disability until I have received an accommodation letter from Student Disability Services. Your cooperation is appreciated.

BA 312 Course Schedule – Spring Semester 2016

Week	Date	Class Topic	Due
1	20-Jan	Orientation / Entrepreneur Day Briefing	Individual or Team Ideas
2	27-Jan	Fail Fast or Win Big Discussion	Fail Fast or Win Big Book Review Due
3	3-Feb	Discussion of Emerging Trends	Review of emerging trends
4	10-Feb	Team Selling Exercise Briefing and Business Model Canvas	
5	17-Feb		<i>Guest Entrepreneur</i>
6	24-Feb	Discussion of key product assumptions to be tested On Entrepreneur Day	One page paper on Key Product Assumptions and Tests
7	2-Mar	Team Selling Exercise Discussion and Trends	Ideas and Business Model for Products due
7	9-Mar	Entrepreneur Day Sales and Marketing, Emerging Trends	<i>Guest Entrepreneur</i>
8	16-Mar	Entrepreneur Day - final preparation	Entrepreneur Day booth
9	23-Mar	Entrepreneur Day Debrief	One page paper on E-Day Learnings
10	30-Mar	NO CLASS: Spring Break	Spring Break
11	6-Apr	10 Faces of Innovation Discussion	10 Faces of Innovation Book Review
12	13-Apr	Introduction to Crowd Funding with panel of Kick-starter veterans	<i>Entrepreneur Panel</i>
13	20-Apr		
14	27-Apr	Team Selling Exercise Result Presentations 1	Presentations
15	4-May	Team Selling Exercise Result Presentations 2	Presentations
16	11- May	Finals Week: Business Model Canvas Assignment	BMC Due

Guidelines for Preparing Emerging Entrepreneurial Trends Research Project

Current and emerging socio-economic, political, business and technological trends play a key role in influencing 21st century entrepreneurs. The tools available to those wishing to pursue new venture opportunities today are quite different from what was available to entrepreneurs operating in the 20th century. As a result of fast paced and rapidly changing environmental forces, we are seeing unique and innovative business models that define a new wave of entrepreneurs and the companies they create. For the emerging entrepreneurial trends research project, you will form a study group consisting of 2-3 classmates and identify a trend that poses significant opportunities for savvy entrepreneurs and significant threats for those still clinging to the status quo. In your presentation you will summarize the key facets of your chosen trend and discuss how entrepreneurs can position themselves to capture value by exploiting unique business opportunities. The final presentation must be substantiated by a minimum of 10 outside references. In developing your presentation, use the following organizational guidelines:

1. Describe the nature of the trend or set of trends that point to unique new business opportunities.
2. What underlying forces are driving these trends? Do you believe that these trends represent a short- term fad or do they represent key transformations in our society?
3. To what extent do these trends represent a threat to the status quo?
4. To what extent have these trends already led to emerging new business models? In what ways have we seen business model innovation that incorporates these trends?
5. What do you see as future opportunities for entrepreneurs to design and exploit new business models?
6. At the end of your presentation deck, please include a reference list of at least 10 articles that have shaped your thinking.

To help you in choosing a topic for this assignment, we have included the following list of suggestions. You may choose a topic from this list or choose another topic that may be of interest to your study group. Please clear your chosen topic with us before you invest significant time and effort on the project:

Possible Topics for Emerging Entrepreneurial Trends Research Project

- Wireless healthcare (i.e. diagnostics, treatment, monitoring etc.)
- Maintaining a healthy lifestyle (i.e. fitness, obesity, aging etc.)
- GPS tracking and monitoring
- Cloud computing
- Big Data
- Next generation social media tools
- 3D Printing
- Distributed education via alternative platforms
- Crowd funding and other alternative sources of financing
- Crowd sourcing for innovation
- Alternative energy solutions
- Web technologies for effective marketing, branding, e-commerce SEO, etc.
- Alternative channels for entertainment (i.e. film, music, games etc.)
- Alternative transportation solutions
- Exploiting and developing the smart grid
- Security and personal protection
- Emerging middle class in 3rd world and developing nations
- Social entrepreneurial endeavors (bottom of the pyramid)