

BA 411
Lavin Entrepreneurs 3
Fall 2015
August 24 – December 10

COURSE SYLLABUS

Instructors: Dr. Alex DeNoble & Professor Bernhard Schroeder
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Office Hours: Mondays 2:00pm - 3:30pm or by appointment
Class Time and Room: **Wednesdays 7:00am-9:00am Lavin Entrepreneurship Center Boardroom**

REQUIRED TEXTBOOKS:

Summer Book:

Reis, E. (2011). *The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses*. Crown Business: New York.

Fall Books:

Newton, D. (2011). *Business Models for Entrepreneurial Ventures: Developing Sound Metrics for Long Term Success*. E3 Free Market Press: United States of America.

Osterwalder, A. (2010). *Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers*. Wiley & Sons: New Jersey (*PDF*)

We will be emailing you the pdf.

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:

- Acquire knowledge about various paths to entrepreneurship
- Enhance entrepreneurial competencies
- Develop feasible business models on market opportunities

- Develop written and oral communication skills to effectively present a business opportunity

BA 411 Lavin Entrepreneur 3 Course Description

This course is the third in a 4-course sequence in the Lavin Entrepreneur Program. In the course, students will focus on developing an idea for launching a new business venture. Throughout the course, students will engage in significant customer development activities that are designed to test assumptions based on market feedback. Using Lean Startup principles, students will learn to make pivots when appropriate, leading to multiple iterations from their original business model canvas.

BA 411 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:

1. Create a methodology to interact with customers
2. Identify key business metrics of a small company start up
3. Present a viable business model that would support a new venture.

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

Book Review: Prior to the start of the class, you were asked to read “The Lean Startup” by Eric Reis and All In Startup by Diana Kander. For this book, you will write and turn in a 1-2 page reflection. 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.

Summer Business Model Canvas Assignment: You will bring in an updated business model canvas showing what was accomplished during summer and what you wish to work on during your final year in the program. Be prepared to discuss the latest version of your business model canvas. You will take Steve Blank’s free online startup course on Udacity.com. Throughout the current semester, you will have a chance to test many of the assumptions underlying your revised “preliminary” business model canvases. Using customer development techniques (introduced in the Udacity.com course and to be re-enforced throughout the course), you will engage in multiple iterations of your business model canvas which are designed to achieve a tighter product / market fit. At the end of this course, you will turn in your final business model canvas.

End of the Semester Business Model Canvas Assignment: At the end of the second course in the Lavin Entrepreneur Program (BA 312), you were asked (as part of a group) to present a preliminary business model canvas based on a potential business idea you were interested in pursuing. During the summer, before the start of the second year of the Lavin Entrepreneur Program, you were expected to perform some preliminary evaluations of your potential new

business idea (or pursue a different idea). We asked you to take Steve Blank’s free on-line startup course on Udacity.com. Throughout the current semester, you will have a chance to test many of the assumptions underlying your revised “preliminary” business model canvases. Using customer development techniques (introduced in the Udacity.com course and to be re-enforced throughout the course), you will engage in multiple iterations of your business model canvas which are designed to achieve a tighter product / market fit. At the end of this course, you will turn in your final business model canvas (Week 15 / December 3) and make a formal presentation of your canvas (in Weeks 15 or 16 /December 3 or 10).

Participation in VentureStart Competition:

The Lavin VentureStart Competition is designed to unify multidisciplinary students whose talents, ideas and energy may operate tomorrows 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 be graded for your team’s twice-pivoted business model canvas. Accordingly, you are expected to participate in two workshops prior to the competition and the competition.

Community Participation: Students will be required to attend at least one community event such as San Diego Venture Group, Tech Coast Angels, San Diego MIT Enterprise Forum, and other events in the San Diego community. Proof of participation will be required.

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 (1)	20 points each	20
Summer Update Business Model Canvas	20 points	20
Final Business Model Canvas	40 points	40
VentureStart Competition	30 points	30
Community Participation	30 points	30
Class Attendance (16)	10 points each class	160
Total Points	300	300

******Must earn 210 points at least to pass the class and continue in the Lavin Entrepreneur Program. Please be aware that minimally meeting the 210 point threshold will allow you to earn credit for the class. It does not guarantee you the right to continue into the fourth course of the Lavin Entrepreneur Program. Admittance into the fourth course in the program will depend upon your attitude and proactive participation in Lavin Entrepreneur activities.***

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 POLICIES

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 411 Course Schedule

Week	Date	Class Topic	Due
1	26-Aug	Orientation/ Summer Projects Update	Update on Summer Projects & Business Model Canvas
2	2-Sep	Lean StartUp Review, Exercise I – The Business Model Canvas Iteration I	Lean Start-Up Book Review Due
3	9-Sep	The Entrepreneurial Process Cathy Pucher: Zahn Innovation Center Updates	<i>Event: Lavin Mentor Breakfast 7:30 am</i>
4	16-Sep	Opportunity Recognition & Evaluation Exercise II – Assessing the Attractiveness of the Opportunity	Individual or Team Business Model Canvases Due
5	23-Sep	The Business Model Canvas – A Deep Dive Exercise I – The Business Model Canvas Iteration II BYU Owlet video showing	Read: Business Model Generation - first 52 pages.
6	30-Sep	Value Proposition per Customer Segment Exercise III – Linking Value Proposition to Customer Segments All in Start-Up Discussion	All in Start-Up Book Review Due
7	7-Oct	Building Customer Relationships Exercise IV – Building Customer Relationships	<i>Guest Entrepreneur</i>
8	14-Oct	Channels and Product Distribution Exercise V – Building Customer Channels	
9	21-Oct	Revenue Models Exercise VI – Building Revenue Models	Company Visit
10	28-Oct	Key Activities, Key Partners & the Ecosystem Exercise VII – Key Activities & Key Partners	
11	4-Nov	Assessing Resource Requirements and Cost Structures Exercise VIII – Assessing Resource Requirements & Cost Structure	<i>Guest Entrepreneur</i>
12	11-Nov	Business Model for Entrepreneurial Venture book Discussion Exercise IX – Assessing Margin Burn & Volume Requirements	Business Model for Entrepreneurial Ventures Book Review
13	18-Nov	Business Model Generation Overview and Discussion	Final Business Model Drafts
14	25-Nov	NO CLASS: Happy Thanksgiving!	No Class
15	2-Dec	Final Business Model Canvas presentations	

16	9-Dec	Final Business Model Canvas presentations and Class Feedback /Final Course Wrap-up	
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