

BA 412
Lavin Entrepreneurs 4
Spring 2016
January 19 – May 5

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: **Club Time: 7:30-8:00 Class Time: Mondays 8:00 - 8:50am**

REQUIRED Readings:

Winter Break Book:

Ury, W. L. (1992). Getting to Yes: Negotiating Agreement without Giving In. Houghton Mifflin: Boston.

Spring Book:

Blank, S. (2012). The Startup Owner's Manual: The Step-by-Step Guide for Building a Great Company.

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 412 Lavin Entrepreneur 4 Course Description

This course is the fourth in a 4-course sequence in the Lavin Entrepreneur Program. In the course, we will focus on company creation activities. Building upon the “iterated” business model canvas produced at the end of BA 411, students will be exposed to the types of challenges, issues and decisions that must be made while formulating their launch plan. By the end of this course, students will develop and present an investor pitch of their proposed new business venture.

BA 412 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. Develop a launch plan based on a pre-designed business model canvas

SLO 2. Present a thorough and well-designed business plan/presentation to outside investors

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

Book Review: Prior to the start of the class, students were asked to read *The Startup Owner's Manual* by Steve Blank. The first week of the course, students will be asked to prepare a 1-2 page write-up 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?

Participation in LeanModel Competition: In March of each year, the Lavin Entrepreneurship Center hosts the LeanModel competition. Entrepreneurial student teams from throughout California and Baja California 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 the class session following the competition, you should come to class prepared to discuss the entrepreneurial process in action and your key learnings and take aways.

Participation in Entrepreneur Day: In March of each year, the Lavin Entrepreneurship Center sets up an entrepreneurial village on campus to showcase emerging business opportunities. In this class, students will have an opportunity to participate in Entrepreneur Day for a second time. Based upon learnings and take-aways from the prior experience with E-day and the current business model your team is working on, you will create a booth and showcase your new products and services. As in the prior year, 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. Following the event, you should be prepared to reflect on your key learnings and take aways from this experience.

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.

Crowd Funding Video Pitch: An increasingly popular way for entrepreneurs to raise startup capital for their new ventures is through crowd funding. Crowd funding sites such as Kickstarter, Indiegogo, and Kiva represent viable paths for new ventures to get their financial start. Based on the business model project your team is working on, you will select one of the established crowd funding platforms and develop a video presentation based on their required criteria. This video project is due during Week 13 of the semester.

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

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 Review	20 points	20
LeanModel Competition	25 points	25
Entrepreneur Day	30 points	30
VentureStart Competition	25 points	25
Crowd Funding Video Pitch	30 points	30
Community Participation	30 points	30
Class Attendance (14)	10 points each class	140
Total Points	300	300

******Must earn 210 points at least to pass the class and continue in the Lavin Entrepreneur 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 12-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 412 Course Schedule

Week	Date	Class Topic	Due
1	25-Jan	Orientation, Building a Team, Getting to Yes Discussion	Getting to Yes Book Review
2	1-Feb	Entrepreneur Day Product Idea Review	Product Idea Due
3	8-Feb	Individual and Team Business Model Canvas Presentations	Business Model Canvas on Product Idea
4	15-Feb	Legal Forms of Organization, Protecting IP, & Taxes (Attorney Visit)	<i>Guest: Tom Franklin</i>
5	22-Feb	Bootstrapping and Guerilla Marketing	<i>Guest: Matt Clifford</i>
6	29-Feb	Set Up for Entrepreneur Day, Review Risk Assessment and Marketing	
7	7-Mar	Crowd funding Video Briefing/Business Model	<i>Guest: Mark Schmid</i>
8	14-Mar	New Product Launch	<i>Guest: Adam Weiler</i>
8	17-Mar	Entrepreneur Day on March 17	<i>Event: Participation</i>
9	21-Mar	Entrepreneur Day Debrief	Reflection of what worked and what didn't
10	28- Mar	SPRING BREAK	Spring Break
11	4-Apr	Pitching Investors (Investor Visit) & Mini Pitches	<i>Guest: Robert Reyes</i>
12	11-Apr	Building a Great Board (advisors & directors)	<i>Guest: Kristian Rauhala</i>
13	18-Apr	Crowd Fund Video Presentations	Crowd Funding Video Due
14	25- Apr	Investor Presentations	Powerpoint/Business Model
15	2-May	Investor Presentations	Powerpoint/Business Model