

## **Spring 2017 Course Syllabus**

**Course Number: BA-255**

**Course Title: Entrepreneurship**

**Credit: 3 Units (45 hours of lecture)**

**Days and Time: Wed 9:00am to 11:45am**

**Office hours: Wed 11:45am-12:30pm or By appointment**

**Instructor: Albert Loh**

### **Course Materials**

**Textbook:** Technology Ventures: From Idea to Enterprise, by Byers, Dorf & Nelson, 4<sup>th</sup> edition (January 2014). ISBN-10: 0073523429; ISBN-13: 978-0073523422.

**Tools:** A handheld calculator (mobile device such as smart phones, tablets, etc. will not be allowed).

Supplemental materials (such as periodical, article, or case study) will be provided in class.

### **Course Description**

The course is designed to provide an educational vehicle for understanding entrepreneurial thinking and practice. It gives introduction to the process of turning ideas into a successful startup enterprise. Special emphasis on innovations derived from research and technology development. Students will be exposed to what entrepreneurship takes in a startup context, and how integrate execution can be successfully utilized in a variety of career and work contexts. There will be a special effort to define key areas which an entrepreneur should be aware of, and to provide a framework of "toolkit" resources relevant to startup execution. Students draft a business plan related to a business of own interest, using all available tools, techniques and experience. Credit: 3 units (45 hours of lecture).

### **Learning Objectives**

You've read all the glorious stories surrounding Facebook, Twitter, WhatsApp, Uber, Airbnb, etc. but you've never heard about the sad reality facing Wigix, TechLive and Outbid. What does it really take to build a successful enterprise? One major objective of this course is to model the life of a serial entrepreneur here in Silicon Valley so that you will have the chance to personally reflect on your desire to pursue this type of career.

This course is organized in 4 modules that introduce students to opportunities in identifying, designing, and building new ventures. The first part looks at venture concept and strategy, and the second part explores the formation of an enterprise. Functional planning forms the 3<sup>rd</sup> part and fund-raising campaign constitutes the final module.

### **Instructional Methodology**

The course will be conducted in the form of lectures and discussions on each topic shown in the class schedule below. Throughout the course, the supplemental materials such as case studies and news articles will be used to illustrate how entrepreneurs make decisions and take actions in uncharted territory.

### **Course Requirements and Evaluation**

While in class, students are expected to conduct themselves in a professional manner. Professionalism includes regular attendance, participation in class discussions, civil conduct, and ethical behavior, etc. If a student is observed coming to class late often, being disrespectful to peers, texting or using mobile devices, or carrying on personal conversations during lecture, the professionalism portion of the grade will be reduced based on a demerit system. The course begins with each student having the full 50 points. Tardiness without valid reasons greater than 1 time will result in 5 points deduction. Behavioral offenses such as texting, using of mobile devices, or engaging in disorderly conduct in spite of reminder or warning will result in 10 points deduction.

**Homework assignment:** Every student needs to read the PowerPoint Slides according to the syllabus timetable in preparation for the upcoming class session.

Higher education is about learning how to learn. So in acquiring new knowledge, always pay attention to the learning objectives of each chapter or topic. In addition, you will enhance your understanding by solving the chapter problems to be assigned in class. Of course, you are welcome to bring questions to class for discussion by reading ahead of each classroom lecture. Achievement is assured when done repetitively.

Your performance in this course will be evaluated under the following model:

Research: 50 points	A = 361 – 400
Mid-Exam: 100 points	B = 301 - 360
Final Exam: 100 points	C = 241 - 300
Presentation: 100 points	D = 201 - 240
Professionalism: 50 points	F = < 200
Total 400 points	

The mid-term and final exams will be closed books and include multiple choice questions and problems that are similar to the term research and assignments. They are designed to test both theory and problem solving. Students will form project groups to pitch an idea with the goal of seeking financing. Depending on the class size, each group will be allotted reasonable amount of time for presentation. Presentation format will be discussed in class. There will be no "extra credit" work during or after the semester.

The key to success in this course is communication and interaction. Thus, we will have to work as a team. First, we will create a positive learning environment where everyone can participate without fear. Second, relevant reading and problem assignments will be presented and discussed in class. When in doubt, ask.

### **Scholastic Dishonesty**

Scholastic dishonesty will not be tolerated. Students who violate rules of academic dishonesty are subject to disciplinary penalties, including failure in the course and/or other actions from the University.

### **Tentative Class Schedule**

<b>Date</b>	<b>Topics</b>
Jan 18	Course introduction and Chapter 1: Entrepreneurship
Jan 25	Chap 2 & 3: Opportunities, Vision and Business Model
Feb 1	Chap 4 & 5: Competitive and Innovation Strategies
Feb 8	Chap 6 & 7: Business Story and Risk & Return
Feb 15	Chap 8 & 9: Product Management (Development and Sales)
Feb 22	Chap 10: Venture Types and Exam Revision
<b>Mar 1</b>	<b>2-hour Mid-term Exam (Closed Books)</b>
Mar 8	Chap 11 & 12: Intellectual Property and Business organization
Mar 22	Chap 13: Resources Management
Mar 29	<i>Special topics: Sources of Capital and Financing Documents</i>
Apr 5	<i>Special Topics &amp; Chapter 17: Financial Plan</i>
Apr 12	Chap 19 & 20: Deal-making and Success-seeking
Apr 19	Group project preparation
Apr 26	Class presentation: Pitching to Sand Hill Road venture capital community
<b>May 3</b>	<b>2-hour Final Exam</b>

### **Addendum: Supplemental Course Materials**

The PowerPoint slides are designed to give students a head start in learning course materials in a concise and coherent fashion. They are not intended to substitute, but complement, the textbook and classroom lectures. Don't just read; you need to absorb and understand the body of knowledge through a synthesis of critical thinking and problem solving skills. Thus attending classroom lectures and completing exercises and assignments are critical to your success.