

ENT 5542 Technology and New Ventures I, Fall 2009

Technology and New Ventures I
ENT 5542

Thursday 7:00 PM to 9:40 PM
BLOCH 013, UMKC

Syllabus, Fall 2009
August 26, 2009

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This one-semester course introduces graduate students from multiple disciplines including business, computer science, life sciences, arts, and engineering to the skills needed and knowledge required for building successful, high-value enterprises with technology. This course will build the skills needed to create successful, high-value enterprises with technology. While the course is designed to address the key issues addressing all entrepreneurial startups, emphasis will be on markets for technology, and venture capital. Prerequisite: None

PHILOSOPHY and OBJECTIVES

Our work this semester will be guided by the view that entrepreneurship is a behavioral skill, and that you will benefit most from opportunities to practice the behaviors and thinking of successful entrepreneurs. To accomplish this, much of the work will be case oriented and student directed, thus affording you the opportunity to "try on" these skills for comfort and fit.

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You should seek from this course unique insights into the process of creating economic value with technology, either as an independent entrepreneur or as part of a team from an established company. If the former, we seek to improve your chances for success. If the latter, we seek to help you distinguish yourself with prospective employers.

By the end of the semester, you should have accomplished the following:

- Learned the basics of entrepreneurship within the context of the unique advantages and challenges posed by advanced technology;
- Built your ability to communicate concisely and persuasively both orally and in writing;
- Gained experience working in diverse, multi-disciplinary teams; and,
- Actually started a business with your team.

The specific objectives for each class session are addressed in the discussions of the individual sessions.

Your educational experience will be strengthened in proportion to the diversity of thought and experience resident in the class. For that reason, we encourage graduate students from across the UMKC campus to consider the course. In particular, Technology and New Ventures I is designed for graduate students in the Bloch School of Business and Public Administration, the School of Computing and Engineering, and other science and technology programs within UMKC.

The Fall 2009 Course

Students should enter this course with a basic understanding of business and economics, gained either through personal experience or through coursework. Otherwise, entry is by permission of the instructor.

All UMKC students will be enrolled automatically in the Blackboard.com by enrolling in this course. The URL is: <http://blackboard.umkc.edu/> The class will be conducted as an on-line assisted course. We expect to make a great deal of use of web based materials. All assignments and ancillary materials will be delivered through the Internet. Completed assignments and other deliverables will be submitted by students through the Digital Drop Box on the Blackboard web site. Please look to Appendix B of this syllabus for detailed instructions.

Our textbook will be *Entrepreneurship* by Robert Hisrich, Michael Peters and Dean Shepherd and its publisher is McGraw-Hill. The syllabus is based on the 7th edition of the book.

A tentative schedule for classes is listed below.

Date/Name	Objectives	Preparation	In-class Activities
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<p>8/27 TNV 1 Introductions, Structure, Goals, Content</p>	<p>1. Understand the structure of the course and clarify your personal goals for the semester. 2. Explain what entrepreneurship is</p>	<p>First Class—Read Chapter 1 in <i>Entrepreneurship</i> prior to class next week</p> <p>Every student will stand and introduce himself/herself to class including background, experience, activities and hobbies, educational status, goals for class and for career, current skills.</p>	<p>1. Administrative matters. 2. An introduction to the course, the professor and the syllabus. Very Innovative and forward thinking on part of the UMKC Faculty. Key advantage that UMKC grads have over many other universities. 3. Personal introductions Share what <u>you</u> expect to get from this class—verbally. What background, skills and interests do you bring? Above all, pay attention to what others have to say so you can make informed choice of team members in TNV 3. 4. Introduction to the Blackboard Site and discussion on maximizing benefit from on-line assisted courses. 5. Explain course outcomes 6. Each student comes up with 2 business ideas by next class</p>
<p>9/03 TNV 2 The entrepreneur and the new venture team</p>	<p>1. Understand the importance of a team 2. Live the life of an entrepreneur by experiencing Startup.com</p>	<p>1. Read and Study Chapter 2 pages 41-47, and Chapter 3 pages 58 - 67 in <i>Entrepreneurship</i> 2. In preparation for class, please consider the following questions: What personal characteristics do you share with successful entrepreneurs? How are they NOT like YOU? What is a "complete" entrepreneur? Does such a person exist? And what are the implications of that? What does "diversity" mean in this context? 3. <u>Student teams need to come up with 3 business ideas that may or may have a technology component to it</u></p>	<p>1. Lecture on the Entrepreneur, the venture team, and decision making 2. Each students makes a sixty second pitch on each of his/her business ideas. We compile all ideas. And then we vote for each idea. We pick the top 3 or 4 ideas and for a team around them.</p>
<p>9/10 TNV 3 Creativity, the business idea, and opportunity analysis</p>	<p>1. Learn how to develop new products and services that address an opportunity 2. Learn how to assess an opportunity</p>	<p>1. Read Chapter 5 in <i>Entrepreneurship</i> 2. Find Opportunity Assessment Guide on Bb</p>	<p>1. Lecture on creativity, opportunity recognition, and opportunity evaluation <u>2. Student Teams evaluate the feasibility of their business idea</u></p>
<p>9/17 TNV 4 Business models</p>	<p>1. Understand the nature of the business model 2. Understand how an effective business model allows the enterprise to capture enough value to sustain</p>	<p>1. Consider these questions • What is a business model. What is the business model for Yahoo? eBay? Google? • Start thinking about a business model for the opportunity you have identified 2. Read "The Power of Business Models" by Shafer, S., Smith, J., and Linder, J. & "Note on Business Model analysis for the entrepreneur" by Hamermesh, R., Marshall, P, and Pirmohamed, T. These two articles will be posted on Bb.</p>	<p>1. Lecture on Business models <u>2. Students design an appropriate business model for the commercialization of their business opportunity.</u></p>
<p>9/24 TNV 5 Business Planning</p>	<p>1. Understand purpose and structure of business plans 2. Understand the various segments of a business plan and how they fit together</p>	<p>1. Read Chapters 7 in <i>Entrepreneurship</i> 2. Skim a sample business plan posted on Bb</p>	<p>1. Lecture on Business Planning 2. Student teams present their business model in class; instructor and other students critique the business model 3. Brief discussion of Chapter 7</p>
<p>10/01 TNV 6 Practical aspects of new venture initiation</p>	<p>1. Understand the legal, marketing, and strategic aspects of new venture creation</p>	<p>1. Guest lecturer 1 will discuss the legal aspects on forms of organization, IP, and regulatory law 2. Guest lecturer 2 will discuss key marketing issues for new ventures 3. Guest lecturer 3 will highlight the importance of strategy for new ventures</p>	<p>All students MUST be present</p>

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10/08 TNV 7 Business Model Review with external expert	1. To help students craft the best possible business model for the opportunity identified		All students MUST be present and actively engage with expert concerning their business model design
10/15 TNV 8 Sources of Capital, Informal Risk Capital, Venture Capital, and IPO	1. Gain an understanding of the sources of capital 2. What different debt instruments are available to entrepreneurs 3. To provide an overview of equity instruments 4. To gain an understanding of how a firm can transition from a private to a public company	1. Read Chapters 11& 12 in <i>Entrepreneurship</i> 2. Read the Neomed Technologies Case and answer the following questions: * What are the external environmental factors and internal strategic issues affecting NeoMed at the time of the case? How are these factors influencing the company's situation? * How are the NeoMed leaders maintaining the company morale? What other steps should they take? * What are NeoMed's options at this point in time? Which of these options would you choose and why?	1. Lecture on equity instruments for financing a new venture 2. Brief discussion of chapter 12 by students 3. Discuss the Neomed Technologies case
10/ 22 TNV 9 Entrepreneurial Strategy	1. Gain an understanding of crafting a strategy 2. What are first-mover advantages	1. Read Chapter 13 in <i>Entrepreneurship</i>	1. Lecture on formulating a strategy for a new venture 2. Brief discussion of Chapter 13 by students 3. By the end of this session student teams have developed a plan on how they generate customer leads, approach customers and initiate the sales cycle
10/29 TNV 10 Review session with lecturer			Each team meets with instructor to discuss progress.
11/05 TNV11 Strategies for growth and managing the implications of growth	1. Understand the various strategies to grow the venture 2. How to manage growth	1. Read Chapter 14 in <i>Entrepreneurship</i>	1. Review and discussion of Mid-term exam 2. Discussion of Chapter 14 by students. 3. Lecture on growth strategies for small ventures 4. By the end of this session student teams should have a list of potential customers for their product/service
11/ 12 TNV 12 Going Global	1. How to internationalize the operations of a new technology venture	1. Read Chapter 15 in <i>Entrepreneurship</i> 2. Consider these questions: * Does your business idea have potential for international markets * what entry mode is most appropriate for your business opportunity	1. Lecture on International Entrepreneurship 2. Brief overview of Chapter 15 3. Students Teams must have approached most promising customers by end of this session
11/19 TNV 13 Accessing Resources for growth from external sources	1. Understand the franchising concept 2. Mergers & Acquisitions	1. Read Chapter 16 in <i>Entrepreneurship</i>	1. Student teams should be on track to make first sale by the beginning of last session
12/03 TNV 14 Ending the Venture & Presenting the implementation of the business model and obstacles to make first sale	1. To illustrate alternative types of bankruptcy 2. Rights of creditors and entrepreneurs in various scenarios 3. Warning signs of bankruptcy	1. Read Chapter 17 in <i>Entrepreneurship</i>	1. Lecture on Ending the Venture 2. Brief discussion on Chapter 'Ending the Venture' 3. Each team presents how they implemented the business model and elaborate on the obstacles encountered to making a first sale. What are the lessons learned? 4. Submit sales confirmation.

ADMINISTRATION AND LOGISTICS

Class Meetings

Place: Bloch 012 UMKC

Time: 7:00 PM to 9:30 PM on Thursdays

Grading

We will use the grading standards generally consistent with standards practiced throughout UMKC and as set out in the following web site:

<http://www.umkc.edu/umkc/catalog-grad/html/gradprog/0200.html>

You will have numerous opportunities to demonstrate your erudition formally and for the record. Each person's grade will have a team component and an individual component.

The Team Component Projects 1 and 2 will be graded as a team.

Project 1, Opportunity Assessment Analysis + Business Model 200pts

Project 2, Final presentation on how a business model was implemented and how the first sale was achieved 300pts

The Individual Component

Class Participation 50 pts

Peer Assessment 50 pts

Business ideas

Business ideas can be very simple and I do not expect you to develop a sophisticated technology-based product. Business ideas do not necessarily have to be 'new'.

Examples are: - Technology consulting on how to make a website twitter-enabled

- Selling existing products over E-bay at a profit
- Products for the older generation
- Bloch School T-shirt company etc.

Academic Honesty

All of us are expected to adhere to ethical standards regarding honesty in classes. These are set out at:

<http://www.umkc.edu/umkc/catalog/html/append/policy/0020.html>

Changes to Course Requirements

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While we will attempt to adhere closely to the course requirements as outlined in the syllabus, it is often necessary to change them as the course progresses. In these circumstances, we will announce any changes in class.