University of Montana

ScholarWorks at University of Montana

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MBA 694.62: Startups - A Real World Introduction

Paul J. Gladen
University of Montana - Missoula, paul.gladen@umontana.edu

BMGT 491/MBA 694
Startups - A Real World Introduction
Fall 2017 (Online - 1 Credit)

Paul Gladen M.A.
Email: paul.gladen@umontana.edu
Phone: Mobile: (406) 396-3534
Office: Blackstone LaunchPad (UC 225)
About: https://www.umt.edu/launchpad/About-Us/Staff.php?ID=3439 & Linkedin
Office Hours: By appointment. Please schedule via: https://paulgladen.youcanbook.me. I am also frequently available for informal discussion in the Blackstone LaunchPad in the UC

COURSE DESCRIPTION:

Welcome! This class is an exciting and innovative course designed to introduce students to the real world of entrepreneurship and Montana startups in particular. The course will utilize recorded interviews with several local startups, all founded by UM students or alumni (i.e. people like you!)

The course will use the interviews to explore and analyze startup business models and identify the different opportunities and challenges encountered by startups as they progress from concept through launch and into their growth phase.

HOW THE COURSE WILL BE TAUGHT:

This course will draw upon key startup tools and methodologies, such as the Lean Startup, Value Proposition Design and Business Model Canvas to analyze startups and the insights gained from the startup interviews. Students will be required to research the startups in advance to develop an initial hypothesis and then compare to insights gained from interviews.

You will also be required to develop and record a short pitch for one of the startups. Finally you will submit a short "Startup Guide" providing guidance to a budding entrepreneur on key considerations for their startup journey.

REQUIRED MATERIAL:

All course material is provided by the professor and you will not need to purchase any outside resources to participate in this class. The required readings/recording for each week's coursework will be made available through Moodle on a rolling basis.

SOBA MISSION STATEMENT:

The University of Montana's School of Business Administration is a collegial learning community dedicated to the teaching, exploration, and application of the knowledge and skills necessary to succeed in a competitive marketplace.

MBA MISSION STATEMENT:

The University of Montana MBA Program's mission is to serve our region by educating leaders to effectively manage organizations in a global business environment.

As part of our assessment process and assurance-of-learning standards, the MBA program has adopted six learning goals for our students. MBA graduates will demonstrate:

1. Integrated knowledge of business functions
2. Communication skills and teamwork ability
3. Ethical conduct, social responsibility, and professional leadership
4. Analytical and innovative thinking in business problem solving
5. Knowledge and application of current trends in information technology
6. Ability to evaluate the implications of operating in the global business environment

COURSE LEARNING GOALS:

1. Appreciate the different types of startup businesses.
2. Compare the ways entrepreneurs describe and pitch their business.
3. Understand the basic stages and elements of startup activity.
4. Identify common challenges and risks in starting and growing a venture.
5. Appreciate how entrepreneurs navigate the startup process and address key challenges and risks.
6. Understand key startup tools and methodologies including Lean Startup, Business Model Canvas and Value Proposition Design.

DESCRIPTION OF GRADED ACTIVITIES:

All activities are individual.

Pre-interview analysis (15% of course grade):
In preparation for three of the interviews you will be required to submit a brief analysis of the business, using the business model canvas, prior to hearing the interview.

Post-interview analysis (15% of course grade)
Following the interview you will submit an updated business model canvas and a brief

commentary on your "before and after" and the related insights you gained from the interview.

Individual Recorded Pitch (30% of course grade):
You will be required to develop a short pitch deck for one of the interviewed startups and record (video or narrated powerpoint) a 5-10 minute "pitch" of the business.

Startup Guide (25% of course grade):
For your final assignment you will write a 1,250-1,500 word "Startup Guide" providing practical guidance and insights to an entrepreneur based on your learning from the class.

Online Participation (15% of course grade)
You will be encouraged to actively engage in online discussion, including:
- Q&A and discussion around the startup frameworks (value proposition design, business model canvas and lean startup)
- Q&A and discussion around the various entrepreneur interviews

Due Dates:
- Pre-interview analyses are due by 11am Monday on the week of the interview. The interview will be released at 6pm on the Monday of the week. Your updated and comparative analysis is due by 11am of the following Monday.
- Recorded pitch and final paper are due 11am Friday October 14.

	Submission Date	Submission (all due at 11am)
Week 1	4-Sep	• n/a
Week 2	11-Sep	• n/a
Week 3	18-Sep	• Five on Black Business Model Canvas (Version 1)
Week 4	25-Sep	• Five on Black Business Model Canvas (Version 2) • GeoFli Business Model Canvas (Version 1)
Week 5	2-Oct	• GeoFli Business Model Canvas (Version 2) • Gemini Mountain Swimwear Business Model Canvas (Version 1)
Post Course	9 - Oct	• Gemini Mountain Swimwear Business Model Canvas (Version 2)
Post Course	14 Oct	• Recorded Pitch • Final Paper

COURSE GRADING:

ASSIGNMENT	WEIGHT (%)
Pre-Interview Analysis	15
Post-Interview Analysis	15
Startup Pitch	30
Startup Guide	25
Online Participation	15
Total	**100**

COURSE GRADING SCALE:

This course employs +/- grading. The following grade scale will be used to calculate final grades.

A+	100-97%	A	96-93%	A-	92-90%
B+	89-87%	B	86-83%	B-	82-80%
C+	79-77%	C	76-73%	C-	72-70%
D+	69-67%	D	66-63%	D-	62-60%
F	Below 60%				

EXPECTATIONS FOR WRITTEN ASSIGNMENTS:

Your success in the business world will depend, to a large extent, on your ability to communicate. This course will provide you with the opportunity to further develop these skills. Of course, all assignments should be clear, concise and substantive. My policy is not to review student papers before they are turned in for grading. However, I am willing to discuss the logical reasoning and proposed content of your written work.

Grading of your written work will be competitive. That is, your work will be graded relative to your classmates. Proper spelling, syntax, grammar, punctuation, and professional appearance are expected. Your grade may be lowered as much as two full letter grades if these areas are lacking. Please be sure to document your sources. Finally, late work will not be accepted.

BMGT 491/MBA 694 SCHEDULE

	Week Start Date	Topic*
Week 1	4-Sep	- Course Introduction - Value Proposition Canvas - Business Model Canvas - Lean Startup
Week 2	11-Sep	- Example Startup Interviews - Matt Gangloff, Enlyten Labs - George Gaines, Chilton Skis
Week 3	18-Sep	- Assessed Startup Interview #1 - Tom Snyder, Five on Black - Startup Funding
Week 4	25-Sep	- Assessed Startup Startup #2 - Kyle Pucko & Nick Shontz, GeoFli - Legal Issues
Week 5	2-Oct	- Assessed Startup Startup #3 - Samantha Alario, Gemini Mountain Swimwear - Startup Q&A

* Topic order and startup interviews are subject to change.