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Fall 9-1-2018

## MBA 694.60: Entrepreneurship

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# MBA 694.60

## Entrepreneurship

### Fall 2018 (Online - 2 Credits)

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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

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#### **COURSE DESCRIPTION:**

Welcome! This class is an exciting and innovative course designed to introduce students to the real world of entrepreneurship, exploring global, national and Montana startups as well as the various strategies and practices for funding startup ventures. The course will utilize podcasts and a series of recorded interviews with several local startups (mostly founded by UM students or alumni - i.e. people like you!) and various funding organizations. The course will also include some livestream Q&A sessions (which will be recorded) in which I and some invited guests will explore topics and issues raised by you in the online discussion forum.

The world of entrepreneurship is incredibly diverse. Every business that exists today was once a startup and the majority of businesses are privately owned ventures whose owners face uncertainty and risk on a daily basis. This course will introduce some key entrepreneurial concepts and frameworks (such as the business model canvas and lean startup) and explore funding strategies, but much of entrepreneurial success and failure is about mindset, motivation and decision making in the face of uncertainty. My goal in this course is for you gain an appreciation for the entrepreneurial skillset and mindset that might one day help you should you decide to step onto the entrepreneurial path. I also believe that the entrepreneurial skillset and mindset will enhance your value as an executive or employee in more established organizations, equipping you to bring a more entrepreneurial and innovative approach to your organization's growth and development.

#### **HOW THE COURSE WILL BE TAUGHT:**

The course will use the various interviews, recorded material and Q&As 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. We will also explore the range of funding option available to startups, evaluate their suitability and consider

their relative pros and cons. You will be challenged to reflect on the practices and insights gained from these materials, contrasting different and sometimes conflicting approaches and advice and then apply them as a team to the analysis of an entrepreneurial venture selected by your team.

### **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/recordings for coursework will be made available through Moodle on a rolling basis (typically in two week blocks).

### **CoB MISSION STATEMENT:**

The University of Montana's College of Business 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.
7. Understand the array of potential funding methods and sources for startup businesses
8. Understand the relevance and appropriateness of different funding options for different

types of startup and at different stages of the startup process

9. Understand the thinking, criteria and processes that funding organizations and agencies use to evaluate whether to provide funding
10. Understand the requirements of startups in seeking funding from different funding sources.
11. Appreciate the legal requirements, organizational obligations and broader ramifications of securing funding from different sources.

## **DESCRIPTION OF GRADED ACTIVITIES:**

### **Bi-weekly analysis - Weeks 2, 4, 6, 8 and 10 (40% of course grade - 5 x 8% each):**

Every two weeks for the first 10 weeks of the course you will be required to submit a 500 - 750 word paper synthesizing your key learnings and reflections from the prior two week's material.

### **Online Participation (30% of course grade)**

You will be encouraged to actively engage in online discussion, including:

- Discussion and contributions around the startup frameworks (value proposition design, business model canvas and lean startup).
- Q&A and discussion around the podcasts and various entrepreneur and funding interviews.
- Questions posed to the bi-weekly Q&A sessions.

Your grade will reflect both the quality and quantity of your contributions. I require a minimum of two meaningful contributions in each two-week period (weeks 1-10). Effective contributions may include:

- Discussion of aspects of the startup frameworks or funding principles and how they applied to the ventures featured in the class.
- Researching and contributing startup and entrepreneurial insights from beyond the materials in the class.
- Exploring alternative approaches or viewpoints to those expressed in the course materials or by your fellow students in the discussion forum.
- Sharing personal experience or perspectives on startup life!

### **Case Study Activities (30% of course grade)**

In the last 5 weeks of the class you will work in teams to perform an in-depth entrepreneurial analysis of an established venture that is selected by your team. You will deliver a 15 minute recorded presentation and a written analysis. Further details will be provided. Peer evaluations will be required and factored into your individual grade.

### **Due Dates:**

<b>Assignment</b>	<b>Submission Date</b>
Week 1-2 Analysis: (Aug 27 - Sep 9)	6pm Friday Sept 14

Week 3-4 Analysis: (Sep 10 - 23)	6pm Friday Sept 28
Week 5-6 Analysis: (Sep 24 - Oct 7)	6pm Friday Oct 12
Week 7-8 Analysis: (Oct 8 - 21)	6pm Friday Oct 26
Week 9-10 Analysis: (Oct 22 - Nov 4)	6pm Friday Nov 9
Group Presentation & Paper	6pm Friday Dec 7

**COURSE GRADING:**

<b>ASSIGNMENT</b>	<b>WEIGHT (%)</b>
5 x Bi-Weekly Analysis Papers (8% each)	40
Online Participation	30
Group Project	30
<b>Total</b>	<b>100</b>

**COURSE GRADING SCALE:**

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

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

**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 (urls are sufficient I do not require academic style citations). Finally, late work will not be accepted.

## MBA 694.60 SCHEDULE

	<b>Topic*</b>
Week 1-2 (Aug 27 - Sep 9)	<ul style="list-style-type: none"><li>● Course Introduction</li><li>● Value Proposition Canvas</li><li>● Business Model Canvas</li><li>● Lean Startup</li><li>● Live Q&amp;A</li></ul>
Week 3-4 (Sep 10 - 23)	<ul style="list-style-type: none"><li>● Startup Interviews</li><li>● Legal Fundamentals</li><li>● Funding Introduction</li><li>● Live Q&amp;A</li></ul>
Week 5-6 (Sep 24 - Oct 7)	<ul style="list-style-type: none"><li>● Equity Funding Lecture</li><li>● Startup &amp; Funding Interviews</li><li>● Live Q&amp;A</li></ul>
Week 7-8 (Oct 8 - 21)	<ul style="list-style-type: none"><li>● Startup &amp; Funding Interviews</li><li>● Live Q&amp;A</li></ul>
Week 9-10 (Oct 22 - Nov 4)	<ul style="list-style-type: none"><li>● Startup &amp; Funding Interviews</li><li>● Live Q&amp;A</li></ul>
Week 11-15 (Nov 5 - Dec 9)	Group Project

\* Topic order is subject to change.