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Fall 9-1-2022

### MBA 694.V60: Seminar - Venture Launch

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# MBA 694.60

## Venture Launch:

### Fall 2022: Oct 28-30 (1 Credit)

### Online

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#### **COURSE DESCRIPTION:**

Welcome! This class is an exciting and interactive course designed to immerse students into the real world of entrepreneurship. The course is designed to apply your understanding of startup frameworks, capabilities and activities to a potential startup venture.

This class will provide a fast-paced opportunity to learn the key principles and practices of starting a new venture and to appreciate the differences and similarities across the spectrum of startups. Every business that exists today was once a startup - from coffee shops, CPA firms, and manufacturing businesses to global giants like IBM, Nestle or GE and "unicorns" like AirBnB, Uber and SpaceX. We will learn to appreciate and understand how to start a new venture whatever the business model, long term vision or ambition of the founder.

#### **REQUIRED MATERIAL:**

All course material is provided by the professor in Moodle and you will not need to purchase any outside resources to participate in this class.

#### **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. Apply key startup tools and methodologies including Lean Startup, Business Model Canvas and Value Proposition Design.
4. Understand the basic stages and elements of startup activity.
5. Identify common challenges and risks in starting and growing a venture.
6. Appreciate how entrepreneurs navigate the startup process and address those key challenges and risks.
7. Apply the above insights to developing a preliminary value proposition, business model and launch plan for a selected "startup venture".

#### **DESCRIPTION OF GRADED ACTIVITIES:**

##### **Pre-Class analysis (15% of course grade): Individual Activity**

In preparation for the class you will select and analyze the key components of the startup journey of an existing business by listening to a podcast episode from NPR's "How I Built This". You will prepare and submit a brief summary of the key insights from the podcast and be prepared to deliver a brief summary in class and/or to your project team mates. In addition you should come to the class and your team with 5 problems that you encounter in your work or personal lives or see in the world that could be opportunities for an entrepreneurial solution.

##### **Pitch Deck (in class presentation) and Written Deliverable (after class) (60% of course grade): Group Activity**

In teams you will select a startup idea and develop a value proposition, business model and launch plan. You will present this in class (pitch deck). Your teams will also develop and submit a written deliverable including a detailed "Launch" plan for the startup idea.

##### **Class Participation (15% of course grade): Individual Activity**

You will be encouraged to actively engage in class discussion and team pitches/presentations. Peer evaluations will also be required and factored into this grade.

##### **Reflection Paper (10% of course grade): Individual Activity**

For your final assignment you will write a 500 word reflection paper describing your key learnings from the class - from the pre-work and group startup activity.

**Due Dates:**

- **Pre-Class Assignment: Monday October 24, 9am**
- **Group Deliverables, Reflection Papers and Peer Evaluations: Monday November 14, 6pm**

**COURSE GRADING:**

<b>ASSIGNMENT</b>	<b>WEIGHT (%)</b>
Pre-Class Analysis	15
Value Proposition & Business Model Descriptions Pitch Deck and Startup Launch Plan	60
Class Participation	15
Reflection Paper	10
<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>				

## SCHEDULE

\* Topic order and timings are subject to change.

*Class Zoom = Students should attend a live class zoom session*

*Breakouts = Teams are working independently (via zoom as needed) and can check in with the instructor on an as needed basis.*

Day	Time	Topic*
Fri	6.00 - 7.00	<ul style="list-style-type: none"> <li>Course introduction and key concepts (Class Zoom)</li> </ul>
Fri	7.00 - 9.00	<ul style="list-style-type: none"> <li>Select and start work on your Startup Idea. Get idea approval/guidance from Paul Gladen (Breakouts)</li> </ul>
Sat	8.00 - 9.00	<ul style="list-style-type: none"> <li>Work on Elevator Pitches/Value Proposition (Breakouts)</li> </ul>
Sat	9.00 - 9.30	<ul style="list-style-type: none"> <li>Elevator Pitches (Class Zoom)</li> </ul>
Sat	9.30 - 12.00	<ul style="list-style-type: none"> <li>Work on Value Proposition &amp; Business Model Design (Breakouts)</li> </ul>
Sat	12.00 - 2.00	<ul style="list-style-type: none"> <li>Work on Business Model Validation &amp; Launch Plans (Breakouts)</li> </ul>
Sat	1.00 - 2.00	<ul style="list-style-type: none"> <li>Scheduled Check-ins &amp; Troubleshooting (By Team. 10 mins/team)</li> </ul>
Sat	2.00 - 5.00	<ul style="list-style-type: none"> <li>Work on Launch Plans &amp; Pitch Decks (Breakouts)</li> </ul>
Sun	8.00 - 9.00	<ul style="list-style-type: none"> <li>Scheduled Check-ins &amp; Troubleshooting (By Team. 10 mins/team)</li> </ul>
Sun	8.00 - 10.15	<ul style="list-style-type: none"> <li>Work on Launch Plans &amp; Pitch Decks (Breakouts)</li> </ul>
Sun	10.15 - 11.30	<ul style="list-style-type: none"> <li>Present Pitch Decks including Launch Plans (Class Zoom)</li> </ul>
Sun	11.30 - 12.00	<ul style="list-style-type: none"> <li>Feedback (Class Zoom)</li> </ul>