

Fall 2015 Course Syllabus

Course Number: BA-330
Course Title: Entrepreneurship
Credit: 3 Units (45 hours of lecture)
Days and Time: Mon 12:30pm to 3:15pm
Office hours: Mon 3:15-4:15pm or by appointment
Instructor: Albert Loh

Course Materials

Textbook: Technology Ventures: From Idea to Enterprise, by Byers, Dorf & Nelson, 4th 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 3rd 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.

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

Date	Topics
Aug 24	Course introduction and Chapter 1: Entrepreneurship
Aug 31	Chap 2 & 3: Opportunities, Vision and Business Model
Sept 14	Chap 4 & 5: Competitive and Innovation Strategies
Sep 21	Chap 6 & 7: Business Story and Risk & Return
Sep 28	Chap 8 & 9: Product Management (Development and Sales)
Oct 5	Chap 10: Venture Types and Exam Revision
Oct 12	2-hour Mid-term Exam (Closed Books)
Oct 19	Chap 11 & 12: Intellectual Property and Business organization
Oct 26	Chap 13 & 14: Resources and Operations Management
Nov 2	Chap 15 & 16: Business Growth and Investment Return
Nov 9	Chap 17 & 18: Sources of Capital and Financial Plan
Nov 16	Chap 19 & 20: Deal-making and Success-seeking
Nov 23	<i>Special topics: Valuation, Term Sheet, Series Seed or A, and Due Diligence</i>
Nov 30	Class presentation: Pitching to Sand Hill Road venture capital community
Dec 7	2-hour Comprehensive Exam (Personal Notes)

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.

Syllabus reviewed: Jul 23, 2015