MGT 496
Lavin Entrepreneurs Program 3
Fall 2013
August 26 – December 13

COURSE SYLLABUS

Instructors: Dr. Alex DeNoble & Professor Bernhard Schroeder
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E-mail: adenoble@mail.sdsu.edu / bschroeder@emc.sdsu.edu
Office Hours: Mondays 2:00pm - 3:30pm or by appointment
Class Time and Room: Fridays 12:00pm – 12:50pm, 1:00pm-1:50pm EBA-341

REQUIRED TEXTBOOKS:


The Lavin Entrepreneur Program Description

This program is a two year, progressive, co-curricular program offered through the Lavin Entrepreneurship Center. The program offers students the opportunity to explore entrepreneurial issues in our local, regional, and global environments. Students will enroll in a one unit seminar each semester. These seminars are a blend of academic material and experiential activities designed to prepare students for entrepreneurially oriented career paths. Throughout the program, students will participate in activities to promote their academic and personal growth. Additionally, students will participate in a number of networking and social events designed to build confidence in their entrepreneurial competencies and enhance their social and professional networks. Students must be accepted into the Lavin Entrepreneur Program during their sophomore year to be eligible for the courses. This program is open to any qualifying student enrolled at SDSU.

Lavin Entrepreneurship Students will graduate with:
- Knowledge about alternative paths to entrepreneurship
- Enhanced entrepreneurial competencies
- Capabilities in developing feasible business models
- Written and oral communication skills to effectively present a business opportunity

BA 410 Lavin Entrepreneur Program – 3 Course Description

This course is the third in a 4-course sequence in the Lavin Entrepreneur Program. In the course, students will focus on developing an idea for launching a new business venture. Throughout the course, students will engage in significant customer development activities that are designed to test assumptions based on market feedback. Using Lean Startup principles, students will learn to make pivots when appropriate, leading to multiple iterations from their original business model canvas.

BA 410 contributes to the overall goals of the Lavin Entrepreneur Program through the following
student learning outcomes:

STUDENT LEARNING OUTCOMES

Upon completion of this course, you will be able to:

1. Create a methodology to interact with customers
2. Identify key business metrics of a small company start up
3. Present a viable business model that would support a new venture.

Assignments:

We will address these student learning outcomes through the following assignments and course deliverables:

Book Review: Prior to the start of the class, students were asked to read “The Lean Startup” by Eric Reis. By week 2 of the course, students will be asked to prepare a 2-3 page write-up on your reflection of the author’s work. Your reflection should address the following areas:

1) Identify at least 3 key insights you picked up from reading this book
2) Discuss how the book will impact you.
3) Identify 3 things you will do differently because of what the author presented?

Business Model Canvas Assignment: At the end of the second course in the Lavin Entrepreneur Program (BA 311), students were asked (as part of a group) to present a preliminary business model canvas based on a potential business idea they were interested in pursuing. During the summer, before the start of the second year of the Lavin Entrepreneur Program, students were expected to perform some preliminary evaluations of their potential new business idea. Accordingly, in Week 3 of the current course, student teams will be asked to present a revised “preliminary” business model canvas. Throughout the current semester, students will have a chance to test many of the assumptions underlying their revised “preliminary” business model canvases. Using customer development techniques that will be introduced throughout the course, students will engage in multiple iterations of their business model canvases which are designed to achieve a tighter product / market fit. At the end of this course, students will turn in their final business model canvas (Week 15) and make a formal presentation of their canvas (Week 16).

GRADING POLICY:

This is a Credit/No Credit course. In order to receive credit, students must attend class regularly and be an active participant in facilitated discussions. Absences from this class must be prearranged with the instructor. More than two unexcused absences may result in the student not receiving credit for this course.

CLASS PARTICIPATION:

Class participation is the key to learning. Students are expected to attend and contribute to the class discussions. Please note that the quality of what you contribute (it can be a thoughtful question, some astute analysis, and/or some other meaningful contribution) will count far more than the quantity of your remarks.

WRITTEN WORK:

All written work is to be typed double-spaced using letter sized papers (8.5x11 inches) with 1-inch margins and at 12-point Times New Roman text. Clearly state your name, date, and red ID in the top right corner.
CLASS POLICIES

Attendance: Unless pre-arranged with the instructor, students are expected to attend and participate in all classes. More than two unexcused absences may result in your being dropped from the Lavin Entrepreneur Program.

Class preparation: Reading assignments and cases for class discussions should be prepared in advance of class meetings.

Smartphones and computers are not to be used in class except during the research or group case workshops
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<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Class Topic</th>
<th>Due</th>
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<tbody>
<tr>
<td>1</td>
<td>30-Aug</td>
<td>Orientation</td>
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<td>2</td>
<td>6-Sep</td>
<td>Lean StartUp Review, BYU Owlet video showing Lean Start Up Book Review</td>
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<td>3</td>
<td>13-Sep</td>
<td>Business Model for Entrepreneurial Venture book Discussion Business Model for Entrepreneur Ventures Book Discussion</td>
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<td>4</td>
<td>20-Sep</td>
<td>Preliminary Business Canvas presentation Preliminary Business Model Canvas</td>
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<td>5</td>
<td>27-Sep</td>
<td>Value Proposition per Customer Segment</td>
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<td>6</td>
<td>4-Oct</td>
<td>Opportunity Recognition &amp; Evaluation</td>
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<td>7</td>
<td>11-Oct</td>
<td>Building Customer Relationships</td>
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<td>8</td>
<td>18-Oct</td>
<td>Channels and Product Distribution</td>
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<td>9</td>
<td>25-Oct</td>
<td>Revenue Streams</td>
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<td>10</td>
<td>1-Nov</td>
<td>Key Activities</td>
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<td>11</td>
<td>8-Nov</td>
<td>Key Partners &amp; the Entrepreneur Ecosystem CyberHive</td>
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<td>12</td>
<td>15-Nov</td>
<td>Estimating Resource Requirements</td>
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<td>13</td>
<td>22-Nov</td>
<td>Cost Structure</td>
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<td>14</td>
<td>29-Nov</td>
<td>NO CLASS Happy Thanksgiving</td>
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<td>15</td>
<td>6-Dec</td>
<td>Final Business Model Canvas presentations and Class Feedback Final Business Model Canvas Due</td>
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<td>16</td>
<td>13-Dec</td>
<td>Final Business Model Canvas presentations and Class Feedback /Final Course Wrap-up</td>
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