

COURSE INFORMATION
ENTR 7336- ENTREPRENEURSHIP OVERVIEW
FALL, 2018

Tuesdays 6pm-9pm
Room : TBD

INSTRUCTOR

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READING MATERIALS

- Blackboard materials and class handouts
- Articles and Case Studies as assigned (see class schedule below): Course pack available at: <http://cb.hbsp.harvard.edu/cbmp/access/68291266>
- Business Model Generation, Wiley 2010; Alex Osterwalder, Yves Pigneur: (Optional)

COURSE OBJECTIVES

The broad objective of this course is to provide students understanding of the entrepreneurial process to include recognizing an idea/opportunity, fully developing the idea/opportunity, bringing it to market and providing an understanding of the process for starting and growing a business.

Discussions will center on:

- Understanding the entrepreneurial mindset
- Recognizing ideas and business opportunities around you
- Understanding the Balance Sheet, Profit / Loss and Cash Flow Statements
- Creating a business plan
- Identifying the resources required to develop a business
- Learning the various methods of financing a new venture

ALIGNMENT WITH BAUER GRADUATE PROGRAM LEARNING OBJECTIVES

Learning Goal	Objective	Whether/How Addressed
Communication	Students will demonstrate effective written and oral communication skills.	Students will have various verbal/AV presentations including: a) elevator pitch b) the presentation of a business plan and model C) numerous opportunities to discuss and present ideas on course materials
Ethical Reasoning	Students will demonstrate ability to identify ethical dilemmas and be able to recognize and evaluate alternative courses of action.	Ethical issues such as what information regarding a company's finances should/can be shared, and how do personal ethics translate to the business world will be discussed.
Functional Competence	Students will demonstrate proficiency in all required courses	Projects, case studies, and business model development will stress a student's ability to a) identify a business idea, b) model the business c) identify how to fund the business and decide on course of action

INSTRUCTIONAL PHILOSOPHY

- Entrepreneurs Do! Thus you will learn by doing. How? (1) I will discuss a topic, with participation from the class strongly encouraged (2) We will discuss a case or article and / or work an example together covering the topic (3) Individual and / or team projects are assigned (4) You or your team will present project; where the class and I will provide feedback.
- I welcome and desire free discussion; to this end I will ask lots of questions and will expect to answer lots of questions. Clarity is important, if you do not understand the topic being discussed or if you desire additional information, just ask.

GRADING

Assignment	Type	Points	Due
Opportunity ID Exercise (OIE)	Group	100	Oct 9
Financial Modeling Packet	Individual	120	Oct 23
Business Plan and Presentation	Group	200	Nov 13
Case Study and Articles, Q/A and Class Participation	Individual	130 (10 per class)	Various
Mid-Term Team Evaluation	Individual	50	Oct 9
End-Term Team Evaluations	Individual	50	Nov 27
Total Points Available		650	

COURSE RULES

- This is a business class, treat your time in the class as if you were in a business meeting. Thus, cell phones should be muted, which means no texting or web surfing. If you must make an emergency call please go into the hallway to do so. Laptop use is permitted to research, review or take notes. However, using the laptop for items not related to the class or class discussion is not permitted.
- Correctness Policy: Readers of business documents expect business documents to have accurate grammar, punctuation, spelling, etc. Based on this no more than 3 errors per page for any assignment turned in for a grade is allowed before a deduction will be made. For example; a 3 page report can have no more than 9 errors in total (3 per page) before a deduction will be made for correctness.
- Please attend class, unless ill. Please notify instructor via email of expected absences as I will be building teams for some exercises prior to classes and will need to know who will be in attendance.
- Assignments are due at the start of class on the due date. No late work will be accepted.

ACADEMIC HONESTY

The University of Houston Academic Honesty Policy is strictly enforced by the C.T. Bauer College of Business. No violations of this policy will be tolerated in this course. A discussion of the policy is included in the University of Houston Student Handbook available at: <http://uh.edu/class/english/lcc/students/handbook/>. Students are expected to be familiar with this policy.

ACCOMMODATIONS FOR STUDENTS WITH DISABILITIES

The C. T. Bauer College of Business would like to help students who have disabilities achieve their highest potential. To this end, in order to receive academic accommodations, students must register with the Center for Students with Disabilities (CSD) (telephone 713-743-5400), and present approved accommodation documentation to their instructors in a timely manner.

AVAILABILITY OF COUNSELING SERVICES

Counseling and Psychological Services (CAPS) can help students who are having difficulties managing stress, adjusting to college, or feeling sad and hopeless. You can reach CAPS (www.uh.edu/caps) by calling 713-743-5454 during and after business hours for routine appointments or if you or someone you know is in crisis. Also, there is no appointment necessary for the "Let's Talk" program, which is a drop-in consultation service at convenient locations and hours around campus. http://www.uh.edu/caps/outreach/lets_talk.html

Date	Discussion Topic	Reading	Assignment(s) Due
Aug 21, 2018	Class Introduction/ Course Overview	NA	NA
Aug 28, 2018	Entrepreneurial Mindset and Overview	<p>HBR: We Need To Expand our Definition of Entrepreneurship: John Hagel Sept 28, 2016</p> <p>HBR: The Best Part of Entrepreneurship? Giving up and Getting a Job: Walter Frick Feb 17, 2016</p> <p>HBR: There's No Such Thing As an Average Business, Just Average Ways to Do Business Aug 11, 2016 : Bill Taylor</p>	The Game Challenge
Sept 4, 2018	Opportunities! Opportunities!	<p>HBR Case Study: EcoWash: A Business Opportunity Worth Pursuing? Sept 24, 2015: Atul Teckchandani</p> <p>HBR Case Study: Average is Beautiful: An Opportunity Worth Pursuing: Heidi Bertels, Michael Lehman: January 2017</p> <p>HBR: The Five C's of Opportunity Identification: Scott Anthony Oct 26, 2012</p>	None
Sept 11, 2018	Business Model; Why it Matters...	<p>HBR: How to design a Winning Business Model: Ramon Casadesus-Masanell and Joan E. Ricart: Jan-Feb Issue 2011</p> <p>HBR: Research: Writing a Business Plan Makes Your Startup More Likely to Succeed: Francis Greene and Christian Hopp: July 14, 2017: https://hbr.org/2017/07/research-writing-a-business-plan-makes-your-startup-more-likely-to-succeed</p>	OIE Step 2
Sept 18, 2018	Market Research, What and How	<p>HBR: In Market Research, Use Numbers with Caution: Scott Anthony: Sept 2, 2009</p> <p>HBR Case Study: Note on Market Research: June 18, 2004</p> <p>Winning the research revolution - Take Two: John Forsyth and Leah Broucher; Dec 2014: http://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/winning-the-research-revolution--take-two</p>	Case Study Q&A

Sept 25, 2018	Numbers Matter! Business Financials Overview	HBR Case Study: Sugar and Spice Bakery: The Catering Opportunity: May 19, 2017: Elizabeth Grasby and Jessica Bond	Case Study Q &A
Oct 2, 2018	Numbers Matter! Continued	How to Forecast Revenue and Growth: Asheesh Advani: Entrepreneur: https://www.entrepreneur.com/article/76418	NA
Oct 9, 2018	How do I fund my "Idea"? Capital Overview	HBR Case Study: Evaluating Venture Capital Term Sheets: Sept 12, 2013	OIE paper, Elevator Pitch Case Study Q&A; All Due
Oct 16, 2018	Legal and Accounting and resources/stuff you should know about!	Guest Speaker(s)	NA
Oct 23, 2018	It's all About Sales: Guest Speaker	HBR: How To Improve Your Sales Skills, Even If You're Not a Salesperson	Financial Modeling Packet Due
Oct 30, 2018	Ethics in Business: Who cares?	HBR Case Study: Peter Jepsen: Howard Stevenson, Michael Roberts, James Sharpe: July 23, 2012	Case Study Q&A
Nov 6, 2018	Sell your Plan; Presentations that work!	HBR: How to Give a Killer Presentation: Chris Andersen: June 2013	NA
		HBR: How Venture Capitalists Really Assess a Pitch: June 2017	
		Optional: HBR: How to Pitch a Brilliant Idea: Kimberly Elsbach: Sept 2003	
Nov 13, 2018	Convince Your Class! Pitch your Plan	NA	Business Plan Write-ups and Pitch Presentations Due
Nov 20, 2018	No Class Thanksgiving Week	NA	NA
Nov 27, 2018	So I'm Funded, What's Next? Avoid Pitfalls!	HBR Video: Three Pitfalls Startup Founders Must Avoid: Noam Wasserman: May 31, 2012 (available on You tube)	Funded and Folded Companies (3)