CISB 2388: ENTRPRENEURSHIP CONCEPTS

2017 MAY TERM|
MAY 2017/Room TBD
Tentative Syllabus
(Revised 1/17/2017)

INSTRUCTOR: PROFESSOR SIMON MAK, PhD
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Office Hours: T 4:00-5:00pm, or by appointment

Dr. Mak is Professor of Practice in Entrepreneurship in the Department of Strategy, Entrepreneurship, and Business Economics and the Associate Director of the Caruth Institute for Entrepreneurship at SMU's Cox School of Business. Dr. Mak is a winner of the SMU Rotunda Outstanding Professor Award and also the SMU Tunks Distinguished University Citizen Award for his work in promoting entrepreneurship throughout the SMU community. Prior the his academic career, Dr. Mak worked in Fortune 100 companies Raytheon and Digital Equipment Corporation (DEC), Mercury Interactive (a Silicon Valley ventured-back startup that went IPO and was acquired by HP for $4.5B), his own dot-com, a startup magazine, and most recently a Linux tools software company that he help sell to Japanese investors. He received his bachelors in mechanical engineering from the Massachusetts Institute of Technology (MIT), an MBA in Finance from SMU Cox School of Business, and a PhD in Applied Sciences (Systems Engineering focus) from the SMU Lyle School of Engineering. Dr. Mak is actively involved with the SMU Undergraduate Entrepreneurship Club (www.facebook.com/smuundergraduateentrepreneurshipclub), Big Ideas (www.smu.edu/bigideas), the SMU Intervarsity Fellowship, and the SMU e–Sports Club. Follow him on FB: SMU-Simon Mak and Twitter: @ProfSmak

DESCRIPTION:

CISB 2388. Entrepreneurship Concepts. Designed for non-business student, this course walks the student through the entrepreneurial process and introduces the student to concepts at each stage of the entrepreneurial process, including opportunity identification, opportunity evaluation, acquiring resources, launching and managing the new venture, and exit strategies. Students will also play the role of investors and learn to pitch to investors. Cox major cannot take this course for Cox credit.

The lectures and assignments in this course will be anchored around the Big Ideas business plan template (http://bit.ly/2cCbRCj). We will work through each section in the business plan template with the goal of creating a professional business plan for a startup idea that students can pitch to judges at the end of class and also, if desired, at the Big Ideas Business Plan Contest.

Additional course content will include current events and guest speakers.

STUDENT LEARNING OUTCOMES AND OBJECTIVES:

"Entrepreneurs are expected to accomplish more than is humanly possible with less that is humanly conceivable. Teaching entrepreneurship begins here." - Steve Blank

Entrepreneurship Concepts is designed as a hands-on, experiential class that provides a broad overview entrepreneurship. Specifically designed for non-business students, this course has no prerequisites and assumes no background in formal business subject matter. The intended learning outcomes of this class are as follows:

1. To understand basic concepts relating to entrepreneurship and the entrepreneurial process
2. To understand something about the entrepreneurial mindset and its impact on the entrepreneurial process
3. To gain the basic skills needed to identify new business ideas
4. To gain the basic skills needed to evaluate new business ideas
5. To gain the basic skills needed to develop new business models
6. To gain the basic skills needed to practice effectuation and lean launch methodologies
7. To develop the basic skills of communicating to customers, entrepreneurs, and investors
8. To develop basic skills in acting the role of an investor

REQUIRED COURSE MATERIAL:

- Class Facebook Account – We will use for class discussions
- Class Twitter Account – We will use for current events

COURSE CONTENT:

1. Lectures – Subject matter from the teacher's personal experience, research, and the optional materials will form the basis for the lectures and handouts. The purpose of the lectures is to teach practical concepts that can help an entrepreneur start his/her business in a **thoughtful** manner.
   - ❖ "*Suppose one of you wants to build a tower. Will he not first **sit down and estimate the cost to see if he has enough money to complete it**? For if he lays the foundation and is not able to finish it, everyone who sees it will ridicule him, saying, 'This fellow began to build and was not able to finish*.' Luke 14:28-30 (NIV84)

2. Practice – Real hands-on learning through interacting with entrepreneurs, potential customers, professional service providers, and industry mentors; interactions with guest speakers; discussion of cases, and in-class assignments.

3. Application
   - ❖ Assignments are designed for both individual and team experiences.
   - ❖ Students will gain experience contacting local entrepreneurs.
   - ❖ Creativity lectures/exercises/assignments are designed to be the building blocks for conceptualizing new business ideas
   - ❖ Elevator Pitches and Executive Summary Presentations will introduce students to the role of being investors

COMPUTER POLICY:

Students are encouraged to bring their computers to class to surf the net for adding insights into classroom discussions, but NOT TO do emails, chatting, and non-class related surfing. Also, computers are to be closed during guest speaker talks.

DISABILITY ACCOMMODATIONS:

Students needing academic accommodations for a disability must first contact Ms. Rebecca Marin, Coordinator, Services for Students with Disabilities (214-768-4557) to verify the disability and establish eligibility for accommodations. They should then schedule an appointment with the professor to make appropriate arrangements. (See University Policy No. 2.4.)

RELIGIOUS OBSERVANCE:

Religiously observant students wishing to be absent on holidays that require missing class should notify their professors in writing **at the beginning** of the semester, and should discuss with them, in advance, acceptable ways of making up any work missed because of the absence. (See University Policy No. 1.9.)

***EXCUSED ABSENCES FOR UNIVERSITY EXTRACURRICULAR ACTIVITIES:

Students participating in an officially sanctioned, scheduled University extracurricular activity should be given the opportunity to make up class assignments or other graded assignments missed as a result of their participation. It is the responsibility of the student to make arrangements with the instructor **prior** to any missed scheduled examination or other missed assignment for making up the work.

***CLASS ATTENDANCE (SMU Course Catalog)

"*Regular class attendance is required. The instructor of each class announces at the beginning of the course policies regarding the effect of class attendance on the student's standing in the course. These policies may include dropping a student from the course for nonattendance after a certain number of absences. All reasons for absence should be submitted at once to the instructor.*

The satisfactory explanation of absence does not relieve a student from responsibility for the work of the course during his or her absences. A student who misses an announced test, examination, or laboratory period in a regular course of study and has the permission of the instructor may be given an opportunity to make up the work at the instructor's convenience. The instructor determines in all instances the extent to which absences and tardiness affect each student's grade.

Students may be dropped by a course instructor or academic dean for nonattendance or tardiness with a grade of W until the calendar deadline to drop. After the deadline, students must remain enrolled in the course."

- **Excused Absence - Since May-Term is so short, only absences due to "extreme circumstances" are excused….but you MUST EMAIL NOTIFY ME WITHIN 24 HOURS to be excused**
- **Unexcused Absence - I will allow 1 UNEXCUSED absence; otherwise, -3 points from your final grade for the 2nd absence**
- **Total absence of 3 or more may result in you being dropped from the class**

EVALUATION:

The grade for the class will be based upon the following deliverables:

- CLASS PARTICIPATION (I)   20 points
    a. Current Events, Online Pitch, Field Trip, Other Activities
- PAPERS   25 points
    a. Top 10 Start-Up Ideas Paper (I)   10 points
    b. Final Business Plan Paper (G)   15 points
- PRESENTATIONS   45 points
    a. Marketing Presentation (G)   5 points
    b. Financials Presentation (G)   5 points
    c. 1st Business Plan Pitch - Insiders (G)   15 points
    d. Final Business Plan Pitch - Outsiders (G)   20 points
- MIDTERM QUIZ (I)   10 points
                                                                                    ========

                                                        Total   100 points

Individual (I) = 40 points, Group (G) = 60 points

***Current Events = All students will be randomly called upon to LEAD a discussion on a current event related to entrepreneurship that s/he posted on Twitter on DAY 2.**

BONUS OPPORTUNITES:

1. WINNER Quick-Pitch Contest (I)   +1 point
2. WINNER Online Elevator Pitch Contest (I)   +1 point
3. WINNER Pitch Day 1 Contests (G)   +1 point
4. WINNER Pitch Day 2 Contest (G)   +1 point
5. Entrepreneur Interview Presentation (I)   +3 point
6. Others - TBD

Unexcused Absences   -3 point/day off Total points
Peer Group Evaluation   Up to -5 points off final grade
No Late Papers/Presentations

Grading Scale:

A: 93 or above	B+ : 87 to 89	C+ : 77 to 79	D+ : 67 to 69
A-: 90 to 92	B : 83 to 86	C : 73 to 76	D : 63 to 66
	B - : 80 to 82	C - : 70 to 72	D - : 60 to 62

Grade Disputes: Students have TWO (2) days after the posting of grades to make a formal dispute to the teacher. After this period, no grade disputes will be considered.

ACADEMIC HONESTY:

If it is determined that any portion of your work is directly taken from another source (online, previous business plans, etc), then your team will automatically receive an "F" for that assignment or you may be dropped from the class.

Signing the attendance sheet for an absent student is also considered a matter of academic honesty and all parties will receive a **FULL GRADE DEDUCTION** from your final grade.