



QUINLAN
SCHOOL of BUSINESS

Schreiber Center • 16 E. Pearson St.
Water Tower Campus • Chicago, IL 60611
LUC.edu/Quinlan

SPRING QUARTER 2019 MGMT 481: ENTREPRENEURSHIP WEDNESDAYS | 6 – 9 PM | SCHREIBER 406

Instructor: April Lane, Senior Lecturer of Entrepreneurship
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Office Hours: Schreiber 823, by appointment

Course Description:

In this course, we discuss how to generate new business ideas, recognize opportunities, form a venture team, evaluate the opportunities, and design a firm to bring the ideas to life. At the end, each venture team produces a business plan.

The students learn how all major functions of a business come together in a new venture. This course will help those who might want to start their own business in the future. It will also help those who will work for existing companies by encouraging them to think more strategically and creatively about business.

Course Objectives and Learning Outcomes

The purpose of this course is to introduce you to methods, tools and techniques that innovators (a group that includes entrepreneurs) use to create and build successful products/services and launch new ventures, and to give you some experience in applying them to an innovation conceived by you or your group.

By the end of this course, you will:

- Be introduced to the key elements of innovation and entrepreneurship as currently practiced
- Understand the rationale for these practices as well
- Develop the skills required to apply them in both new ventures (for-profit, non-profit, and social ventures) and the corporate environment
- Have experience applying the skills and practices to your specific concept

Method of Instruction

This course will be taught through outside readings, lectures, instructor-led discussion, and hands-on activities. You will be required to apply the concepts and frameworks presented in the course when completing the course project.

Required Materials

Ten Types of Innovation by Larry Keeley et al (10 Types)
ISBN: 978-1118504246

Value Proposition Design by Alex Osterwalder et al (VPD)
ISBN: 9781118968055

Any additional course materials will be provided through Sakai

Course Requirements and Grading Criteria

More information about each assignment will be provided via Sakai.

Group Venture Plan –170 points, 52% of Grade

The main focus of the course is to assess a new venture idea. Student teams will be tasked with developing an idea and testing its viability among potential customers. Once found viable, students will develop a pitch presentation and accompanying comprehensive write-up.

This project has two main components:

1. Team Project Updates (4 entries, 10 points each)
2. Final Project Deliverable & Presentation (100 points deliverable, 30 points presentation)

Individual Paper & Presentation – 50 points, 15% of Grade

Each student will develop a well-researched idea for a business that solves a problem in the marketplace. The student will present the idea in class as well as complete a written deliverable.

Individual Innovation Analysis – 50 points, 15% of Grade

Each student will identify gaps or opportunities for innovation for established companies and/or industries and recommend ways for specific companies to innovate in the space.

Engagement – 60 points, 18% of Grade

Credit be earned based on the quality of the questions you ask in class and the quality of the contributions you make in class. If you demonstrate that you are prepared for each class, contribute in a meaningful way to discussions, and are not disruptive, your grade will be affected positively. If you appear unprepared, uninterested, or disengaged, your participation will be affected negatively.

Grading Scale: 330 possible points

A	100-93%	C	76-73
A-	92-90	C-	72-70
B+	89-87	D+	69-67
B	86-83	D	66-60
B-	82-80	F	59 and below
C+	79-77		

Each assignment must be submitted to Sakai prior to the start of class, unless otherwise indicated.

Assignments will receive a full letter grade penalty if submitted more than 20 minutes after the start of class. No exceptions will be made. Assignments will be further marked down one full letter grade for each additional day they are late (measured by each 24 hour increment after the start of class).

Attendance

Class attendance is mandatory and essential to the value of the learning experience. Students are expected to attend all class sessions in order to pass the course. Missing more than 20% of scheduled classes severely jeopardizes the student's ability to pass the course.

In the event unavoidable emergencies or conflicts prevent you from attending class, you must notify the instructor and program director by e-mail prior to missing the class, and request options for covering missed material. Most of the subjects in a course are sequential. Therefore, it is important to understand the material covered in the missed class before the next class.

Make-Up Examinations/Assignments

Loyola University academic policy provides that tests or examinations may be given during the semester or summer sessions as often as deemed advisable by the instructor. Because Quinlan faculty believe examinations represent a critical component of student learning, required examinations should be taken during the regularly scheduled class period. **Make-up examinations are discouraged.** Exceptions may be granted only by the faculty member or department chair, and only for unavoidable circumstances (illness verified by a signed physician's note, participation in intercollegiate athletic events, subpoenas, jury duty, military service, bereavement, or religious observance). A make-up final examination may be scheduled only with the permission of the appropriate Quinlan Assistant or Associate Dean.

If a make-up examination must be given, it is the responsibility of the faculty member to prepare, schedule, and proctor the exam. Limited assistance in proctoring make-up exams may be available through a designated Quinlan administrative assistant. For a student with a documented special testing need, please consult University policy concerning use of the testing center in Sullivan Center at Lake Shore Campus.

Academic Integrity

All members of the Quinlan School shall refrain from academic dishonesty and misconduct in all forms, including plagiarism, cheating, misrepresentation, fabrication, and falsehood...Plagiarism or cheating on the part of the student in individual or group academic work or in examination behavior will result minimally in the instructor assigning the grade of "F" for the assignment or examination. In addition, all instances of academic dishonesty must be reported to the chairperson of the department involved.

For further information about expectations for academic integrity and sanctions for violations, consult the complete Quinlan School of Business Honor Code and Statement of Academic Integrity on the Quinlan website:

<http://www.luc.edu/media/lucedu/quinlanschoolofbusiness/pdfs/Honor-Code-Quinlan-July2012.pdf>

Course Outline

Please note: This class may occasionally deviate from the course outlined above. The instructor reserves the right to make changes as needed to the course syllabus.

Week:	Date:	Discussion Topics:	Reading Due:	Assignment Due:
Week 1	2/20	<ul style="list-style-type: none"> • Discuss the syllabus, assignments, required materials, and expectations • Clarify what entrepreneurship is and isn't • Overview of key entrepreneurial frameworks • Exploring Problem-Solution Fit <ul style="list-style-type: none"> ○ Introduction to the Lean version of the Business Model Canvas ○ Introduction to the Value Proposition Canvas ○ Introduction to the Jobs to be Done (JTBD) Framework 	Articles on Sakai VPD: Canvas	
Week 2	2/27	<ul style="list-style-type: none"> • Student presentations of individual assignment • Form teams • Completing a Lean Canvas and Value Proposition Canvas • Introduction to crafting hypotheses and performing experiments 	VPD: Design, Test	Individual Paper + Presentation
Week 3	3/6	No classes - Spring Break		
Week 4	3/13	<ul style="list-style-type: none"> • Introduction to design and systems thinking • Industry & competitive analysis • Understanding your customers • Determining market size 	Articles on Sakai	
Week 5	3/20	<ul style="list-style-type: none"> • Applying the 10 Types of Innovation to create unique businesses • Deeper discussion on value propositions • Minimum Viable Products (MVP) <p>Class @ 1871</p>	VPD: Evolve 10 Types: Skim Part 1 Read Part 2 & 3	Team Update #1

Week 6	3/27	<ul style="list-style-type: none"> • Creating a Minimum Viable Product • Understanding user flow • Discussion of common business models • Exploring Product-Market Fit 	Articles on Sakai	Individual Innovation Analysis
Week 7	4/3	<ul style="list-style-type: none"> • Creating a Go to Market plan • Understanding the customer lifecycle and how it applies to customers, marketing and sales efforts, and product development • KPIs and measuring for success <p>Class @ 1871</p>	Articles on Sakai	Team Update #2
Week 8	4/10	<ul style="list-style-type: none"> • Building a financial plan • Understanding key elements of investment 	Articles on Sakai	Team Update #3
Week 9	4/17	<ul style="list-style-type: none"> • Building a team • Planning for growth <p>Guest speaker</p>	Articles on Sakai	Team Update #4
Week 10	4/24	<ul style="list-style-type: none"> • Putting it all together • Utilizing storytelling to win investors, customers, and employees <p>Guest speaker</p>		
Week 11	5/1	Group presentations		Group Venture Plan Deliverable & Presentation