



QUINLAN
SCHOOL of BUSINESS

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Loyola University of Chicago, Syllabus - Management 483
Summer Quarter 2018
Strategic Entrepreneurship and Innovation Management

Instructor: Steve Sachnoff

Email: ssachnoff@luc.edu

Office Hours by appointment – Wednesday 4:30pm – 5:45pm
before class by appointment

Class Hours: Wednesday Evenings, 6:00pm – 9:00pm

Room - Schreiber 605

Course Materials:

There are 2 specific textbooks required to read for this class. The Innovators Dilemma by Clayton Christensen and Art of the Start 2.0 by Guy Kawasaki. These books are not expensive and they are readily available. They are both excellent books and I am certain that you will use both of them long after you take this class. The instructor will have class many team discussions throughout the Quarter and Class participation is important. Other textbooks, cases and magazine articles will also be suggested and/or pop discussions as the semester progresses. Also be prepared for a pop quiz.

Course Overview

This course will focus on the application of strategic management tools to entrepreneurial situations with an emphasis on the early stages of new venture creation. We will discuss how new opportunities are discovered, how inventions are turned into innovations, and how societal value is created throughout this process.

At the end of this course, you will be able to: Recognize and

discover entrepreneurial opportunities; Manage the creation and appropriation of the value generated by innovations; Apply analytical and critical thinking skills in an uncertain business environment; Apply your learning in a real-life project.

HBR Cases

We will discuss several cases, articles as the Quarter progresses:

We will do several HBR cases/articles on Innovation .We will do a group workshops with a collaborative approach. The sessions will be very interactive and enjoyable. There will be significant group work in and out of class. The cases/articles will be presented by the class Teams.

Guest Speakers

We may have 1 guest speaker if time allows.They will tell you about their successes, their failures and how to innovate and create value which is critical to succeed in today's era of economic uncertainty. Our guest will speak to you live during class time. After the presentations you will enjoy Q & A and of we will end that session with Take Aways. We will try to hold one class at 1871 in the Merchandise Mart.

Final Project

The final project will be a combined power point presentation.In lieu of a power point presentation you may use a short video,Google Prezi or PDF. I will explain in detail face to face in the class. The teams will be required to innovate a new product or service that is Disruptive to the Market.You will need to present the Gap that you found, the problem you are solving, the market you are disrupting and the value to shareholders, stakeholders and society that your idea has.You will also discuss how you will bring it to the market. You will need to back up your idea with realistic financial performance including top and bottom line. Of course we will go into more detail in class. There will be discussions in class to help the students prepare for the final project/innovation. Each group will present for 20 minutes so no

more than 12 slides. The classmates will act as the Board of Directors and ask questions. This is a large percentage of the final grade and we look forward to your best effort ! In addition to the final project there is a Blue Ocean Strategy project and the students will learn the blue ocean process, concepts and skills that will help them stay away from the red ocean. The blue ocean project follows a process where anyone can learn to innovate.

Course Grading:

Class Discussions, in class activities and Pop Quiz: 20%

Final Team Presentation: 35%

Class Team presentations on Blue Ocean, articles/cases 25%

Peer Assessments 10%

Attendance: 10%

Grand total = 100 points

Course Grading Scale:

93-100	A
90-92	A-
87-89	B+
83-86	B
80-82	B-
77-79	C+
73-76	C
70-72	C-
67-69	D+
60-66	D
0-60	F

You will need 93 points to make an A in the class.

The cases, final paper and project are team tasks. I encourage each team member to make equal contributions to the tasks. Per the Loyola Quinlan guidelines there is no free riding. I also encourage all the groups to build a

team that functions in a positive, proactive and efficient manner. The pop quizzes will be individual and will take about 20 minutes. Please don't criticize your team members during brainstorming sessions.

Attendance:

If you are not going to be in class please contact the instructor because attendance will be taken. If you miss more than 1 class you will be required to write a 5 page paper. If you miss 3 classes you will be required to write a 10 page paper. If you miss more than 3 classes the instructor will not pass you for this course. If you are out of town on business and need to attend the class by Skype we can try to arrange that. This is a face to face class and not an online class. If you have 2 unexcused absences you will automatically lose 10 points. After that for the 3rd unexcused absence and beyond you will lose 10 points for each unexcused absence. If you miss several classes and submit a Doctor's note you may still lose points for class discussions because you have not been present.

Learning Outcomes:

We will have discussions, exercises about the concepts learned from the books, the Instructor and the teams during discussions. We will learn many concepts not listed in these books from the Instructors insight skills and domain knowledge.

The course is designed to teach the participant how to:

Creative,Critical,Strategic thinking with a collaborative approach.

Understand creative strategic entrepreneurship techniques and how to implement them and get alignment in a corporate environment.

Understand concepts of innovation management and the process.

Learn from Instructors real life experiences in top management at fortune 500 companies of successful techniques to implement strategy in dynamic markets.

Solve a strategic problem and implement a strategic approach to issues.

Work analytically with a creative approach and think outside the box.

How to apply strategic concepts from this class and get alignment throughout the Corporate community.

Learn from many real life experiences of entrepreneurs, such as the instructor who has started, run and sold successful businesses.

Learn from instructor who started and run a successful \$300M business unit in a public firm. Additionally he started another business as CEO and built it from zero to \$52M.

Understand what motivates famous entrepreneurs like Andrew Grove, the former CEO of Intel who led the Company to be the number 1 chip Company in the world from the 1980's until today. Learn strategic inflection points and how they affect the success or failure of a firm.

A detailed understanding of disruptive and sustaining innovations and two books by Clayton Christensen *The Innovators Dilemma* – during a class discussion the students will give examples of disruptive innovation and sustaining innovations and explain the differences – they will also give real life examples of the same in a collaborative classroom environment.

This is a “hands on class” and the instructor will encourage you to take your final project into fruition if you want to do that!!! Park It started in this class several years ago before Spot Hero existed !

Make-Up Examinations

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. The only regular exception is for a student athlete, who may use the testing services of the Athletics Department to complete a make-up examination. 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>

May 23,2018 - Session # 1 – introductions discuss syllabus, final project discussions, create teams, and discuss HBR Article on Sakai – Big Companies can Innovate – Big Companies cannot Innovate – Ted Talks on Innovation !

May 30,2018 - Session # 2 – Disruptive Innovation ppt from Instructor,Clayton Christensen video,Discussion why Disruptive Innovations ? Disruptive Innovations of the Present,Past & Future ! TEAM ACTIVITY

June 6,2018 - Session # 3- Innovators Dilemma ppts,Teams present ! “Tech Night” after Innovators ppts !

June 13,2018 – Session # 4 – Final Project Discussion, Blue Ocean Strategy ppt from Instructor – Pop Quiz – Innovators Dilemma – TEAM ACTIVITY – It’s about water !

June 20,2018 – Session # 5 – Class held at 1871 – Merchandise Mart, 222 W. Merchandise Mart Plaza, Suite 1212 – 6pm tour – 7pm Guest Speaker – Questions from teams – Mid – Term, Peer Assessments due

June 27,2018 – Session # 6 – Blue Ocean ppts – Discussions – Team and Self Assessments due – Four Factor Framework Process – HBR Article/Case assignment to present in class

JULY 4 2018 – NO CLASS – SCHOOL IS CLOSED

July 11, 2018 - Session # 7 – HBR Case Study – Disruptive Innovation – Amazon Whole Foods – now – 5 years out – 10 years out

July 18,2018– Session # 8 – Art of the Start – class activity/discussion

July 25,2018 – Session # 9 – Final Project presentations and Discussions

August 1,2018 – Session # 10 (**THE LAST SESSION**) – Final Projects, presentations, discussions – we will start at 6:00pm which is our regular time. Hand in final Team and Self/Peer Assessments Assessments.

The Instructor has owned 3 successful businesses, all startups. Leverage his knowledge in these sessions to start your business or bring your new Innovation into fruition. The Instructor knows that many of you want to start your own business and he is ready to help you. Instructor will also present previous business plans from 2012 and 2011 for those of you interested in starting your own business. This is in addition to the material for the 483 innovation class.

Book Summaries – Some Power Point Presentations will be posted by the Instructor and they are listed below. Several other books will be referenced during the class. Many magazine articles will be used during the class such as articles from Fortune, Entrepreneur, HBR, Wall Street Journal and other popular business publications.

Clayton Christensen, The Innovator's Dilemma,1997,2003

Clayton Christensen,The Innovator's Solution 2003

Clayton Christensen, The Innovators Prescription,2008

Geoffrey A. Moore, 2002 Crossing the Chasm

Ram Charan, 2001 What the CEO wants you to know

Ram Charan, 2002 Execution, The Discipline of Getting Things Done

Guy Kawasaki,The Art of the Start 2.0,2015

Donny Deutsch, 2009 The Big Idea (Great Entrepreneurship reading)

Andrew S. Grove, 1996 Only the Paranoid Survive

W. Chan Kim and Renee Mauborgne, 2005 Blue Ocean Strategy

W. Chan Kim and Renee Mauborgne,2017 Blue Ocean Shift

Yve Doz , 2007, Fast Strategy

Timothy Sprinkle,Screw the Valley,2015

The instructor reserves the right to change the syllabus anytime at his discretion !