



SPRING 2018
ENTR 310 – INNOVATION & ENTREPRENEURSHIP
Mondays, Wednesdays, Fridays 1:40pm – 2:30pm
Corboy Rm 421

Instructor: April Lane, Clinical Professor of Entrepreneurship
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Office Hours: Wednesdays 3-5pm (Schreiber #823) or by appointment

Course Description:

This course will prepare the student for the application of entrepreneurial innovation and problem solving skills in a new venture setting. Students will apply the process of innovation through primary and secondary research, and apply a problem solving process to various business issues. Students will learn to research existing business models and economic and market trends for indicators of pending change. Course knowledge and skills will be presented through lecture, research, exercise and real world business issue applications. A combination of individual competencies and team competencies will prepare the student to move to the next level of entrepreneurial studies.

Enrollment Requirements: Jr. Standing; "C-" or better in MGMT 201, ACCT 201, MARK 201 & ECON 201.

Course Overview:

All businesses, from the smallest to the largest, began as an entrepreneurial venture. Someone had an idea that they turned into a product and/or service which customers are willing to pay money to purchase. In this course, you will learn about the very beginnings of these businesses – how to scientifically and instinctively create your own entrepreneurial sparks. This course is designed as the introduction to entrepreneurship, where business and non-business students learn basic entrepreneurial skills and attributes. This course provides the foundation and basic competencies required for further entrepreneurship courses.

The goal of this class is not to launch the next big business (although it may happen!) but rather to:

- a. Understand how great business ideas are conceived, vetted, and tested
- b. Give you the tools to do just that

Course Objectives and Learning Outcomes

- Demonstrate an understanding of the meaning of entrepreneurial thinking
- Demonstrate an understanding of how to translate ideas into viable products or services
- Demonstrate an understanding of the basics of building an idea into a venture

Required Materials

Where Good Ideas Come From: The natural history of innovation by Steven Johnson
ISBN: 9781594487712

Value Proposition Design by Alex Osterwalder et al
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 – 180 points

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 business model canvas with accompanying comprehensive write-up. The project will have two parts (below):

1. Project Updates (60 points, requires written updates on a regular basis)
2. Final Project Deliverable (120 points, requires a written deliverable and in-class presentation)

Group Chapter Discussion – 40 points

As part of a team, you will provide the class with an overview of the assigned chapter and lead them through a discussion of the content.

Individual Idea Presentation – 25 points

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. These ideas will form the basis of the student teams.

Individual Idea Journal – 30 points

Starting Week 4, students will be asked to keep an idea journal for the remaining ten weeks. Students will earn three points per entry and details will be provided via Sakai.

Individual Exam – 50 points

Each student will complete a take-home exam that explores corporate entrepreneurship and how their own thinking about new business ideas has changed over the course of the quarter.

Attendance & Class Participation – 105

Starting Week 2, up to three points per class will be earned by not only attending all classes but by the quality of the questions you ask in class, 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 consistently show up late, leave early, get up in the middle of class, or otherwise appear unprepared, uninterested, or disengaged, your participation will be affected negatively.

- To minimize distractions, laptops, tablets, and smart phones must be closed during class unless directly related to an in-class exercise.
- All cell phones must be placed on vibrate during class. No calls or texting during class.

Note that each student is allowed for two absences without consequence. Use those absences wisely.

Extra Credit – 5 points each

Extra credit points may be gained through attending up to 2 community events related to entrepreneurship. Proof of attendance as well as a written summary of the event is required.

Grading Scale: 430 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 (backed-up or broken printer, if you couldn't find a stapler, a team member was caught in traffic, your boss kept you at work late, etc.). 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	Topic	Due in Class
Week 1	1/17	Welcome & Course Introduction	
	1/19	In-Class Activity	
Week 2	1/22	Intro to Ideas Book & Adjacent Possible	Read Ideas Intro & CH 1
	1/24	Group Chapter Presentations – CH 2 & 3	Read Ideas CH 2 & 3
	1/26	Group Chapter Presentations – CH 4 & 5	Read Ideas CH 4 & 5
Week 3	1/29	Group Chapter Presentations – CH 6 & 7	Read Ideas CH 6 & 7
	1/31	Group Chapter Presentations – CH 8, Blue Ocean Strategy	Read Ideas CH 8, Read Blue Ocean Article on Sakai
	2/2	Guest Speaker	
Week 4	2/5	Intro to Business Models & Lean Startup	Read Articles on Sakai
	2/7	Identifying a Problem	
	2/9	Finding a Quality Idea	Idea Journal Due
Week 5	2/12	Individual Idea Presentations	Individual Paper Due
	2/14	Individual Idea Presentations	
	2/16	From Groups & In-Class Work Session	Idea Journal Due
Week 6	2/19	Validating Your Problem	Read Articles on Sakai
	2/21	Business Model Environment	
	2/23	In-Class Work Session	Journal 1 Due, Idea Journal Due
Week 7	2/26	Identifying Customers & Market Size	Read Articles on Sakai
	2/28	Overview of Testing & Experiments	VPD Section: Testing
	3/2	In-Class Work Session	Journal 2 due, Idea Journal Due
Week 8	3/5	No Class	
	3/7	No Class	
	3/9	No Class	
Week 9	3/12	Design Thinking Activity	
	3/14	Design Thinking Discussion	Read Articles on Sakai
	3/16	Guest Speaker	Idea Journal Due
Week 10	3/19	Introduction to the Value Proposition Canvas	VPD Sections: Design & Canvas
	3/21	Creating a Value Proposition Canvas	
	3/23	In-Class Work Session	Journal 3 Due, Idea Journal Due
Week 11	3/26	Introduction to the Lean Canvas	Read Articles on Sakai
	3/28	Creating a Lean Canvas	
	3/30	In-Class Work Session	Journal 4 Due, Idea Journal Due
Week 12	4/2	Creating a Minimal Viable Product	Read Articles on Sakai
	4/4	In-Class Work Session	Journal 5 Due, Idea Journal Due
	4/6	No Class	
Week 13	4/9	No Class	
	4/11	Bringing Your Product to Market	Read Articles on Sakai
	4/13	In-Class Activity	Journal 6 Due, Idea Journal Due

Week 14	4/16	Money! Money! Money!	Read Articles on Sakai
	4/18	Pitching & Storytelling	Read Articles on Sakai
	4/20	In-Class Work Session	Idea Journal Due
Week 15	4/23	Group Project Presentations	Group Project Pitch & Write-up Due
	4/25	Group Project Presentations	
	4/27	Group Project Presentations	
Week 16	5/1	Final Exam Due by Noon	