MBA 6810 – Entrepreneurship - Syllabus

Instructor: Alex Lawrence

Classroom: 113

Office: Layton Campus – Course Classroom (TBD)
Ogden Campus – Miller Administration Building – Office 317B

Office Hours: By appointment

Contact Information:

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Course Description:
Students will learn how to effectively come up with an idea, iterate, and validate customers around that idea so that they can learn how to successfully launch it into a business with low risk, low capital, and higher degrees for success.

Course Method:
Learn the fundamentals of entrepreneurship with a maniacal focus on real world application. You will be working in teams and presenting, writing and posting updates each week. 10 hours a week or more will be spent outside of class to successfully complete the weekly work. This class is tough but very fun. You'll leave with real world experience that is applicable immediately if indeed you want to be a successful entrepreneur.

Attendance Policy: If you miss class, you will miss out on critical information that will make it very difficult for you to do well on the assignments and final exam. While I will not take roll nor give/take points for attendance, you should be in class each week from start to finish if you hope to do well in the course.

Disabilities: If you have any personal or physical requirements, please privately notify me during the first week of class and I will make every effort to accommodate you. Also, please visit WSU student services for complete information about available options.

Academic Dishonesty: Cheating of any kind will not be tolerated. It will result in course failure. It may result in expulsion from the University. If you have any questions about academic dishonesty, please ask me and carefully examine Weber State University's policy on academic dishonesty.

Grading: Each class has it's own unique components. Grading, however, will be fairly simple. Class sessions are broken into step-by-step business startup processes. You will be presenting and sharing each week. Your total grade for these weeks will be worth 10 points per class session (based on how you did for that class sessions work). We have 7 class sessions and the 8th is the final session, which is for your presentations. You will receive up to a maximum of 70 points for your work in class sessions from weeks 1 - 7. The final night will be worth 50 points alone since it is the final exam and will be what your entire course work will be based on. The total maximum points available are therefore 120 points. There may be extra credit available, but do not count on it. This will be at my discretion. Grading for the course will be according to the following scale:

105-120 points: A
90-104 points: B
75-89 points: C
60-74 points: D
59 points or below: F

You will know what your course total is prior to the final night so that you can have an idea of how well you need to score in order to receive the course grade you desire.

Reading: You will be asked to read online material, books and articles as well as watch videos, follow blogs and be actively engaged in the assigned reading material. These activities will help you understand each class session better and will help you get more out of the class, and a better grade. Please be sure to have all reading and so forth done before the class it pertains to begins so that you can contribute to discussions and ask meaningful, related questions.

Final Exam: There is no "final exam". Your final exam of sorts is the presentation during the final week of class (week 8).

Questions: Please, please, PLEASE ask me any questions at any time during the course about grading, your assignments, the final presentations or any other topic that you have questions about. My goal is for you to do well in this course. I cannot help you if you wait until it is too late to ask questions. Ask them early and often. I have office hours and 24/7 email access so please do communicate with me as often as you'd like.

Course Text: You will be given weekly online reading assignments and will be required to purchase and read the following two books:

The Startup Owner's Manual: The Step-By-Step Guide For Building A Great Company (Blank and Dorf)

Business Model Generation: A Handbook For Visionaries, Game Changers and Challengers (Osterwalder and Pigneur)

Course Outline by Week:

Week 1:   Business Model and Customer Development

Week 2:   Testing The Value Proposition

Week 3:   Testing customers/users/payers

Week 4:   Testing Demand Creation

Week 5:   Testing Sales Channel

Week 6:   Testing Revenue Model

Week 7:   Testing Partners, Key Resources and Cost Structure

Week 8:   Presentations