

Section Information: Fall07 S01 Entrepreneurship I

Course Name : ENGN 1930G

Section Instructor: Eric Suuberg

Section Instructor: Jillian Goldfarb

E-mail : Jillian_Goldfarb@brown.edu

Section Instructor: Steven Petteruti

Introduction : Entrepreneurship I and II are this year broadened to include a social entrepreneurship activity in addition to its traditional for-profit focus. The majority of students will follow the traditional path, in which multidisciplinary teams of engineering students and students from other disciplines form a simulated company focused on an industry or customer-defined business opportunity, from product conception to commercialization. Mentors will be engaged from local industry and from the Brown faculty including the medical school. The recent emphasis on products of relevance to the medical and environmental fields will continue. This semester, one group will work alongside these technology product groups, emphasizing an application in the social entrepreneurship area. They will be mentored by individuals with local social service organization experience. Lectures this semester will cover intellectual property, marketing, team building, and legal concerns, and will include case studies. The differences and similarities between the for-profit and social entrepreneurship models will be explored. It is normal that each student bring a different background to their team; there are no formal prerequisites. The main requirements are enthusiasm and a willingness to work in a 'real-world' environment.

Requirements : Registration in the course requires an application. The link to the application and other course-related materials may be found elsewhere on this site. Selection of students to participate in the course is based on academic credentials, outside experience, and how well your background fits a

particular project. Preference will be given to seniors and juniors, and those who will participate in the course for two semesters. The course meets MWF from 2-3 in BH 163. There will be a need to schedule hours outside of these times for mentor visits, group meetings, etc.

Textbook

Title : Entrepreneurship (7th edition)
Author : R.D. Hisrich, M. P. Peters, D.A. Shepherd
Publisher : McGraw-Hill
Edition/Year : 7th, 2008
ISBN : 978-0-07-321056-8
Type : Recommended resource

Section Instructor: Mary Fennell
Section Instructor: Alan Harlam
Section Instructor: Roger Nozaki

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September 5, 2007

Getting Organized
2:00 PM - 3:00 PM

What is this class all about? What do I need to get in? What are the projects going to be? Is it really as much work as I have heard?

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September 7, 2007

The Entrepreneurial Process- An
Introduction
2:00 PM - 3:00 PM

First formal lecture, the process that the Entrepreneur goes through. A brief overview of entrepreneurship in the private for-profit sector. What elements of the process are similar for those looking for a "social entrepreneurship" experience?

Reading- Chapters 1 and 2 of the course text.

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September 9, 2007
Course Application Due
5:00 PM

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Course Applications Due
5:00 PM

Please see the application on another part of this My Courses website. It may be submitted by e-mail or in printed copy at Professor Suuberg's office (Barus and Holley 253- slip under the door).

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Group Assignments Announced- First Team Meetings
2:00 PM - 3:00 PM

This session will be devoted to getting the teams organized for the different projects. There will be an opportunity to meet team members, exchange contact information. You will also be introduced to the Entrepreneurship Room.

Assignment- Suggest possible times (outside of our class hours) in the next week or so, when all group members would be available for a visit to the mentor's site. You will be formally introduced to the project there. Depending upon mentor, you might need transportation, so in your exchange of information with each other, include a record of who has cars. The

mentor visit is mandatory, and it is a good idea to allow 1 1/2 to 2 hours for it, depending upon location.

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Friday Sept. 7 First Assignment Due

3:00 PM

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September 12, 2007

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Organizations I

2:00 PM - 3:00 PM

Professor Mary Fennell will discuss organizational structures.

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Organizations II

2:00 PM - 3:00 PM

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Mentor visits

Should have all taken place or at least been scheduled by this point.

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Intellectual Property - USPTO perspective

2:00 PM - 3:00 PM

What is IP and why does it matter? A guest lecture by John Calvert of the US Patent and Trademark Office (USPTO).

Reading: Text, Chapter 6 to page 185

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Mentor Visit Scheduling Due

2:00 PM

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September 19, 2007

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Leadership and Communication in
Organizations

2:00 PM - 3:00 PM

This will be a guest lecture presented by Dr. Marjorie Pelcovits, a clinical psychologist who works in this field. She will explore issues related to how to ensure engagement of the whole group in communications, and will explore the special issues regarding how one chooses a group leader.

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Marketing Overview I

2:00 PM - 3:00 PM

An introduction to marketing for startup firms.

Assignment: Read the cases on pp 107-112 of the text before class.

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Marketing Overview II

2:00 PM - 3:00 PM

This class focuses on the MedSim case as an example of the analyses that need to be performed regarding a new market opportunity. See the separate assignment on this MyCourses site.

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Marketing as Done in the Commercial Sector-
an Example

2:00 PM - 3:00 PM

A guest lecture by a Brown alumna who now works for a consumer products company, and who is interested in marketing of products.

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Demographics- The Providence Picture

2:00 PM - 3:00 PM

Who is the customer base, and what factors are used to describe this? A guest lecture by Prof. Pat McGuigan on what is the character of the place we call Providence. Consideration of the relevance of this information on informing social entrepreneurship efforts.

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October 1, 2007

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Marketing Methods I

2:00 PM - 3:00 PM

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Marketing Methods II

2:00 PM - 3:00 PM

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October 8, 2007

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No Class- Columbus Day

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October 10, 2007

IP- Legal aspects

2:00 PM - 3:00 PM

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Landscape of Non-Profits

2:00 PM - 3:00 PM

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Need to schedule mentor visits

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October 15, 2007

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Mentor practice talks

2:00 PM - 3:00 PM

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October 17, 2007

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Mentor Practice Talks

2:00 PM - 3:00 PM

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Open Date

2:00 PM - 3:00 PM

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October 22, 2007

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The Product Requirements Document (PRD)

2:00 PM - 3:00 PM

Regardless of the type of project you are working on, you will need to reduce your ideas to concrete, measurable specifications of what needs to be done (e.g., the device must weigh less than 4 pounds, the service must be able to handle at least 10 but not more than 15 people at a time). This lecture will introduce you, through an example, of how companies view the process.

Assignment: Following the lecture on personnel evaluations, each group should submit a form that they propose using for team member evaluations.

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Personnel Evaluations

2:00 PM - 3:00 PM

It is essential in any organization that there be clearly defined tasks for those involved in that organization. By this point in the semester, your teams should have developed a structure and division of labor that is clearly understood by all members. Another important aspect of this is that all members of the team are actually doing what everyone believes they are, since the success of the project depends upon this. In this session, you will learn about measuring performance.

Assignment: Write a one paragraph job description for yourself. This will become the basis for how you are evaluated by your team members.

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The Art of teh Elevator Pitch

2:00 PM - 3:00 PM

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Personnel Evaluations are due

5:00 PM

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October 29, 2007

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Open

2:00 PM - 3:00 PM

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October 31, 2007

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Personnel Evaluation Meetings

2:00 PM - 3:00 PM

5 minute meetings with individual team members.

Those not involved in above meetings use time for group meeting

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Personnel Evaluation Meetings

2:00 PM - 3:00 PM

Individual Student meetings, 5 minutes each

Those not involved in meetings use this slot as group meeting time.

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November 5, 2007

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Financial Statements

2:00 PM - 3:00 PM

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November 7, 2007

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Time Value of Money I
2:00 PM - 3:00 PM

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November 9, 2007

Time Value of Money II
2:00 PM - 3:00 PM

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Planning
2:00 PM - 3:00 PM

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Planning and Scheduling
2:00 PM - 3:00 PM

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November 16, 2007

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Financing for different phases of a venture
2:00 PM - 3:00 PM

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Exit Strategies

2:00 PM - 3:00 PM

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No Class- Thanksgiving Recess

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November 23, 2007

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No Class- Thanksgiving Recess

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November 26, 2007

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Business Plans

2:00 PM - 3:00 PM

Writing a business plan is the culmination of the activities in this course. This session will explore what the elements of successful business plans are.

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Business Plans II

2:00 PM - 3:00 PM

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December 3, 2007

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Final Practice BP Student Presentations

2:00 PM - 3:00 PM

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December 5, 2007

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Final Practice BP Student Presentations

2:00 PM - 3:00 PM

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December 9, 2007

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Final Mentor Presentations Need to be
scheduled

2:00 PM - 3:00 PM

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December 17, 2007

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Nominal Final Exam date for course- B.P.
Due

12:00 PM

The final copy of the business plan is due
(both hard copy to Professor Suuberg, 3 copies) as well
as electronic and the Powerpoint slides used for the
final mentor presentation.

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