

# ENI 8013 – Entrepreneurship, Venture Development and Management

## Course Syllabus – Spring 2021

(Draft – Subject to Change)

Instructor: TBD

Class Schedule: TBD

Classroom: TBD

Office Hours: TBD

Course Description: Entrepreneurship is the driving force of business and continuous value creation. This applied course focuses on the essential skills, strategies and processes necessary for starting, launching, leading, growing, commercializing, scaling and harvesting innovative ventures. The course also addresses the fundamentals of corporate venturing. Students explore a wide array of topics germane to the entrepreneurial process including market opportunity identification and evaluation, concept development, product/service development, business process improvement, business model development, leading venture teams, and venture financing.

Course Objectives: At the conclusion of this course, students will be able to:

- Evaluate concepts and business opportunities
- Develop and commercialize new products or services
- Develop business models for new or existing ventures
- Collaborate within teams and organizations to develop, launch, grow and scale ventures
- Select appropriate financing sources
- Apply business valuation techniques

Required Texts: Course Packet

Contributing Texts: Butman, J. (2013). *Breaking Out: How to Build Influence in a World of Competing Ideas*. Harvard Business Press.

Harvard Business Review. (2018). *The Harvard Business Review Entrepreneur's Handbook: Everything You Need to Launch and Grow Your New Business*. Harvard Business Press.

Kaplan, S. (2014). *The Business Model Innovation Factory*. John Wiley & Sons

Osterwalder & Pigneur (2010). *Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers*. John Wiley & Sons, Inc.

Osterwalder & Pigneur (2014). *Value Proposition Design: How to Create Products and Services Customers Want*. John Wiley & Sons, Inc.

Class Schedule and Activities:

CLASS	TOPIC AND COURSE CONTENT
Week 1	Entrepreneurship Fundamentals & Venture Structure Selection: Weekly applied exercise
Week 2	Developing an Entrepreneurial Mindset & Corporate Entrepreneurial Thinking: Case Study 1, Weekly applied exercise
Week 3	Opportunity Identification and Evaluation: Weekly applied exercise
Week 4	Concept Development and Assessment: Case Study 2, Weekly applied exercise
Week 5	Fundamentals of Product/Service Development: Weekly applied exercise
Week 6	Entrepreneurial Self-Management, Building and Leading Entrepreneurial Teams: Case Study 3, Weekly applied exercise
Week 7	Developing Winning Business Models: Weekly applied exercise
Week 8	Venture Commercialization: Case Study 4, Weekly applied exercise
Week 9	Traction Channel Selection: Weekly applied exercise
Week 10	Financing Entrepreneurial Ventures & Managing Risks: Case Study 5, Weekly applied exercise
Week 11	Managing Growth and Scaling Ventures: Weekly applied exercise
Week 12	Valuation and Harvesting Techniques: Case Study 6, Weekly applied exercise
Week 13	Legal & Ethical Issues in Entrepreneurship and Innovation: Weekly applied exercise
Week 14	Corporate Venturing: Applied summary exercise