April 11, 2016

MEMORANDUM

TO: Darryll Pines  
Dean, A. James Clark School of Engineering

FROM: Elizabeth Beise  
Associate Provost for Academic Planning and Programs

SUBJECT: Proposal to Modify the Minor in Technology Entrepreneurship (PCC Log No. 15054)

The proposal to modify the Minor in Technology Entrepreneurship has been administratively approved. A copy of the proposal is attached.

The change is effective Fall 2016. Please ensure that the change is fully described in the Undergraduate Catalog and in all relevant descriptive materials.

MDC/  
Enclosure

cc: Andrew Harris, Chair, Senate PCC Committee  
Barbara Gill, Office of Enrollment Management  
Reka Montfort, University Senate  
Erin Taylor, Division of Information Technology  
Pam Phillips, Institutional Research, Planning & Assessment  
Anne Turkos, University Archives  
Linda Yokoi, Office of the Registrar  
Cynthia Stevens, Office of Undergraduate Studies  
William Fourney, A. James Clark School of Engineering
The A. James Clark School of Engineering and Mtech are requesting approval to add the below to the eligible courses for the Minor in Technology Entrepreneurship. All courses listed are pending VPAC approval.

ENES471: Legal Aspects of Entrepreneurship
HLMN470: Fundamentals of Entrepreneurial Ventures
HLMN471: Entrepreneurial Finance
HLMN472: Strategies for Innovation & Entrepreneurship
HLMN473: Consulting in Tech Entrepreneurship
OVERVIEW OF MINOR

The Minor in Technology Entrepreneurship prepares students for launching successful technology ventures and bringing life-changing products and services to market. The Minor develops the entrepreneurial mind-set and functional skill sets of students to improve their ability to create, launch, and manage technology ventures. Students may earn a minor in Technology Entrepreneurship by completing coursework which focuses on entrepreneurial opportunity analysis, marketing high-technology products, strategies for managing innovation, and international entrepreneurship and innovation.

Since the establishment of the Minor in Technology Entrepreneurship in fall 2011, 161 students have graduated with the Minor. As of spring 2016, there are 346 students enrolled in the Minor.

CURRENT CURRICULUM

The 15-credit undergraduate Minor is completed from a subset of 12 courses. At least 9 credits must be completed at the 400-level to earn the Minor. While course options are available, application of 100 and 200-level courses is limited to a total of six credits.

ENES 140 Discovering New Ventures
Students explore dynamic company startup topics by working in teams to design a new venture. This multi-disciplinary course helps students to learn the basic business, strategy, and leadership skills needed to launch new ventures. Topics include learning how to assess the feasibility of a startup venture, as well as how to apply best practices for planning, launching, and managing new companies. Students discuss a wide range of issues of importance and concern to entrepreneurs and learn to recognize opportunities, assess the skills and talents of successful entrepreneurs, and learn models that help them navigate uncertainty. (3 credits)

ENES 210: Entrepreneurial Opportunity Analysis & Decision-Making in Technology Ventures
This interdisciplinary course helps students learn the principles of entrepreneurial opportunity analysis and decision-making in an increasingly dynamic and technically-inclined society. Emphasis is placed on how aspiring technology entrepreneurs can develop their entrepreneurial mindset and opportunity recognition capabilities to develop winning entrepreneurial plans for future ventures. ENES 210 is currently approved as a scholarship in practice and I-series course. (3 credits)

ENES 460: Fundamentals of Technology Start-Up Ventures
Fundamental aspects of creating, organizing, funding, managing, and growing a technology startup venture. This multidisciplinary course will draw on management, business, legal, financial, as well as technical, concepts. Students form teams and develop a business plan for a technology company, based on each team’s own business idea and then present the plan to a panel of outside experts. (Formerly ENES489A). (3 credits)

ENES 461: Advanced Entrepreneurial Opportunity Analysis in Technology Ventures
This course explores the factors that influence entrepreneurial opportunity analysis in technology-based ventures, to include, but not limited to, software, IT, biotech, and energy startups. Using a cognitive theoretical framework the course examines the integration of motivation, emotions and information processing modes to make complex entrepreneurial decisions in fast pace technology venture environments. The course is an informed and interesting exploration of entrepreneurial cognition with both theoretical and methodological contributions for active and aspiring student technology entrepreneurs. (3 credits)

ENES 462: Marketing High-Technology Products and Innovations
Marketing of high-technology products occurs in turbulent environments and requires rapid decision making with incomplete information. Innovations are introduced at frequent intervals, research-and-development spending is vital, and there are high mortality rates for both products and businesses. The course will provide a balance between conceptual
discussions based on readings of concepts and practices, and applied/hands-on analysis through industry analyses, cases, guest speakers, and a semester project. (3 credits)

**ENES 463: Strategies for Managing Innovation**
This course emphasizes how the technology entrepreneur can use strategic management of innovation and technology to enhance firm performance. It helps students to understand the process of technological change; the ways that firms come up with innovations; the strategies that firms use to benefit from innovation; and the process of formulating technology strategy. It provides frameworks for analyzing key aspects of these industries and teaches students how to apply these frameworks. (3 credits)

**ENES 464: International Entrepreneurship & Innovation**
This course focuses on the need for every entrepreneur and innovator to understand the global market in today’s hypercompetitive world, and to appreciate how to compete effectively in domestic markets by managing international competitors, suppliers, and influencers. As an ever-growing number of countries become market oriented and developed, students explore how the distinction between foreign and domestic markets is becoming less pronounced. Students also develop skills to identify and manage opportunities on a global basis. (3 credits)

**ENES 465: Entrepreneurial Design Thinking**
This course explores the use of design thinking as an approach to developing customer-centered solutions to problems and fostering sustained innovation within an organization. Through interactive lectures, discussions, and hands-on, team-based activities, students will learn design thinking strategies and apply them to finding innovative product- or service-based solutions to contemporary issues. ENES 465 is currently approved as a scholarship in practice course. (3 credits)

**ENES 466: Leading and Financing the Technology Venture**
This course focuses on the challenges associated with leading and financing new technology ventures. Leadership topics include team selection and formation, aligning rewards with relative contributions of team members, and how early decisions can enable or prevent founders from achieving results that align with their individual motivations for becoming an entrepreneur. Essential tools and methods for building a strong financial foundation for a new technology venture are examined. This includes important accounting principles as well as methods for keeping financial control of the technology venture. Insights are shared on navigating the multitude of financial barriers that may block your entrepreneurial success, as well as how to grow the technology venture from concept through launch. (3 credits)

**HEIP 143: Foundations of Entrepreneurship and Innovation**
This course introduces foundational ideas and terms in entrepreneurship and innovation, with attention to developing students understanding of cultivating a business in diverse, global environments; leading and collaborating in a competitive world; developing an entrepreneurial mind for an entrepreneurial world; and industry dynamics of technological innovation. Restricted to students in the Honors Entrepreneurship and Innovation Program. (1 credit)

**HEIP 240: Exploring International Entrepreneurship & Innovation**
This course provides an introduction to the opportunities and challenges of entrepreneurship and innovation from an international perspective through lectures and guest speakers with international experiences. Restricted to students in the Honors Entrepreneurship and Innovation Program. HEIP 240 is currently approved as a scholarship in practice course. (3 credits)

**HEIP 241: Social Entrepreneurship Practicum**
This capstone course is for enhancing strategic capabilities and leadership skills through the development of an innovative for-profit product or service concept with social benefits. Restricted to students in the Honors Entrepreneurship and Innovation Program. (2 credits)

All courses counted towards the Minor must be completed with a C- or better, and students who matriculated to UM in or after the Fall of 2012 must earn a 2.0 cumulative Minor GPA.
NEW COURSES PROPOSED FOR INCLUSION IN THE MINOR

ENES471: Legal Aspects of Entrepreneurship
HLMN470: Fundamentals of Entrepreneurial Ventures
HLMN471: Entrepreneurial Finance
HLMN472: Strategies for Innovation & Entrepreneurship
HLMN473: Consulting in Tech Entrepreneurship

The A. James Clark School of Engineering is requesting approval to add ENES471: Legal Aspects of Entrepreneurship, HLMN 470: Fundamentals of Entrepreneurial Ventures, HLMN 471: Entrepreneurial Finance, HLMN 472: Strategies for Innovation & Entrepreneurship, and HLMN 473: Consulting in Tech Entrepreneurship to the Minor in Technology Entrepreneurship curriculum. ENES471 and the four requested HLMN courses are in alignment with the goals of the Minor to develop the entrepreneurial mind-set and functional skillsets of students to improve their ability to create, launch, and manage technology ventures. The courses would be a valuable addition to the Minor, and an opportunity for students to diversify and customize their Minor curriculum. The HLMN courses will be restricted to students in the Hillman Entrepreneurs Program. Each course is worth 3 credits.

ENES471: Legal Aspects of Entrepreneurship

This course will highlight the critical legal and business issues entrepreneurs face as they build and launch a new venture. We will explore real world scenarios, and address legal and business issues from the moment entrepreneurs conceive of the idea to all of the important junctures along the path to success. Significant attention is placed on new venture formation, intellectual property management, and financing arrangements. (3 credits)

HLMN 470: Fundamentals of Entrepreneurial Ventures

This course processes the skills needed to launch and manage start-up ventures, including technology startups. Assess the feasibility of a startup ventures, as well as how to apply best practices for planning, launching, and managing new companies by using real-world examples and in-depth case studies. Discuss a wide range of issues of importance and concern to entrepreneurs and learn to recognize opportunity, assess the skills and talents of successful entrepreneurs, and learn models and approaches that help navigate uncertainty. (3 credits)

Credit granted for ENES460 or HLMN470.

HLMN 471: Entrepreneurial Finance

This course examines the elements of entrepreneurial finance, develop and analyze financial statements, focusing on technology-based startup ventures and the early stages of company development. Address key questions that challenge all entrepreneurs: how much money can and should be raised; when it should be raised and from whom; how to define a reasonable valuation of a company; and how to structure funding, develop employment contracts, and make exit decisions. Analyze the variety of financing models across a venture's life cycle, with an aim to understanding the incentives of each type of investor and the relative costs and benefits of each source of funding. (3 credits)

Credit granted for ENES466 or HLMN471.

HLMN 472: Strategies for Innovation & Entrepreneurship

This course helps students to understand the process of technological change; the ways that firms come up with innovations; the strategies that firms use to benefit from innovation; and how to create new value not only
through new products or services, but with novel technologies, business concepts, organizing structures, transaction/financing mechanisms, distribution channels, and market segmentation. Challenge students to think about how to create value and build a productive business organization with available resources (e.g. intelligence, insight, energy, initiative and personal relationships). (3 credits)

Credit granted for ENES463 or HLMN472.

**HLMN 473: Consulting in Tech Entrepreneurship**

This course applies the entrepreneurship/business principles learned in the classroom to real-world consulting projects. Gain practical experience by solving actual business situations and by dealing with ambiguity and uncertainty inherent in fast-moving technical organizations. Develop key skills in negotiation, group dynamics, organization, and planning. (3 credits)

ENES471, HLMN470, HLMN471, HLMN472, and HLMN473 are currently pending approval from VPAC.
ENES471: Legal Aspects of Entrepreneurship

COURSE DESCRIPTION

This course will highlight the critical legal and business issues entrepreneurs face as they build and launch a new venture. We will explore real world scenarios, and address legal and business issues from the moment entrepreneurs conceive of the idea to all of the important junctures along the path to success. Significant attention is placed on new venture formation, intellectual property management, and financing arrangements.

COURSE OBJECTIVES

- Understand how entrepreneurs can take steps that provide significant legal protections and limit future liability for their concepts and their ventures;
- Make well informed choices to include choice of business entity and selection of a company name and trademarks;
- Develop a strategy for protecting intellectual property of the business with patent, trade secret, trademark and copyright law;
- Navigate the structuring agreements among owners, venture capital and other equity and debt financing arrangements, and the relationship between attorneys and entrepreneurs; and
- Design practical ways to protect a new venture and identify potential issues from a business-legal perspective.

COURSE MATERIALS


GRADING

- Articles of Organization 5%
- Operating Agreement 5%
- List of Prospective Board Members 5%
- Abridged Private Placement Memorandum 7.5%
- Term Sheet 7.5%
- Sales Contract 7.5%
- Risk Assessment of E-Commerce & Sales 7.5%
- Risk Management Plan 7.5%
- Contingency Plan 7.5%
- Trademark Application 7.5%
- Patent Application 7.5%
- International Expansion Benefits & Risks Analysis 7.5%
- Letter of Intent 7.5%
- Abridged S-1 Filing 10%

TEACHING AND LEARNING STYLE

The course will be lecture-based and highly interactive. Class participation is required. The teaching style will include class discussions on academic concepts with practical examples and applications. Students will be challenged to grasp concepts and relate them to other concepts presented.

ATTENDANCE AND PARTICIPATION POLICY

Attendance is required, as topics increase in complexity and build upon on another daily. You are expected to be active in the class, and play an active role in the discussions that take place during class periods. University policy excuses the absences of students for illness (self or dependent), religious observances, participation in University activities at the request of university authorities, and compelling circumstances beyond the student's control. Students must request the
excuse in writing and supply appropriate documentation, e.g., medical documentation. Students with written, excused absences are entitled to a makeup exam at a time mutually convenient for the instructor and student.

For inclement weather, the course will adhere to the university schedule. Official closures and delays are announced on the campus website and snow phone line (301-405-SNOW) as well as local radio and TV stations.

The University of Maryland policy on religious observance states that students should not be penalized in any way for participation in religious observances and that, whenever feasible, they should be allowed to makeup academic assignments that are missed due to such absences. However, the student must provide the instructor with a written notification of the projected absence within two weeks of the start of the semester. The request should not include travel time. It is the student's responsibility to inform the instructor of any intended absences for religious observances in advance and that prior notification is especially important in connection with final examinations, since failure to reschedule a final examination before the conclusion of the final examination period may result in loss of credits during the semester.

**GUIDELINES FOR ALL COURSE ASSIGNMENTS**

The following guidelines apply to all assignments without exception.
- All written assignments will be in 12 pt font, Times New Roman, & single-spaced with 1" margins, with the exception of presentations.
- Submit all assignments by the start of class on the due date.

**ACADEMIC INTEGRITY**

The University is one of a small number of universities with a student-administered Honor Code and an Honor Pledge. The Code prohibits students from cheating on exams, plagiarizing papers, submitting the same paper for credit in two courses without authorization, buying papers, submitting fraudulent documents, and forging signatures. The University Senate asks instructors to consider asking students to write the following signed statement on each examination or assignment: *I pledge on my honor that I have not given or received any unauthorized assistance on this examination (or assignment).* Compliance with the code is administered by the Student Honor Council, which strives to promote a "community of trust" on the College Park campus. Allegations of academic dishonesty should be reported directly to the Honor Council (314-8450) by any member of the campus community. For additional information, consult the Office of Student Conduct website. For a description of the University's definition of academic dishonesty, suggestions on how to prevent cheating, and practical answers to frequently asked questions about the Code of Academic Integrity, consult the Student Honor Council's Resources for Faculty webpage.
## ACCOMMODATIONS FOR STUDENTS WITH DISABILITIES

The University will provide appropriate accommodations for students with documented disabilities. In order to ascertain what accommodations may need to be provided, students with disabilities must inform faculty of their needs at the beginning of the semester.

### SCHEDULE

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<thead>
<tr>
<th>Week</th>
<th>Topics</th>
<th>Readings</th>
<th>Deliverables</th>
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<td>Overview</td>
<td>Bagley Ch. 1 &amp; 2</td>
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<td>Deciding Your Legal Entity</td>
<td>Bagley Ch. 4</td>
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<td>Structuring the Ownership</td>
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<td></td>
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<td>Forming and Working with the Board &amp;</td>
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<td>5</td>
<td>Raising Money &amp; Securities Regulation</td>
<td>Bagley Ch. 7</td>
<td>Abridged Private Placement Memorandum</td>
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<td></td>
<td>Sample Private Placement Memorandum</td>
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<td>Venture Capital</td>
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<td>Sample Term Sheet</td>
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<td>Contracts &amp; Leases</td>
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<td>Sample Sales Contract</td>
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<td></td>
<td>Sample Lease</td>
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<td>E-Commerce &amp; Sales of Goods &amp; Services</td>
<td>Bagley Ch. 10</td>
<td>Risk Assessment of E-Commerce and Sales</td>
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<td>Operational Liabilities &amp; Insurance Creditor’s Rights &amp; Bankruptcy</td>
<td>Bagley Ch. 11</td>
<td>Risk Management Plan</td>
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<td>Creditor’s Rights &amp; Bankruptcy</td>
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<td>11</td>
<td>Intellectual Property – Part 2</td>
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<td>Intellectual Property – Part 4</td>
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<td>14</td>
<td>Going Global</td>
<td>Bagley Ch. 15</td>
<td>International Expansion Benefits and Risks</td>
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<td>Analysis</td>
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<td>Going Public</td>
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<td>Abridged S-1 Filing</td>
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Course Syllabus
HLMN470: Fundamentals of Entrepreneurial Ventures

Course Description
Fundamentals of Entrepreneurial Ventures: Learn the processes and skills needed to launch and manage start-up ventures, including technology startups. Assess the feasibility of a startup ventures, as well as how to apply best practices for planning, launching, and managing new companies by using real-world examples and in-depth case studies. Discuss a wide range of issues of importance and concern to entrepreneurs and learn to recognize opportunity, assess the skills and talents of successful entrepreneurs, and learn models and approaches that help navigate uncertainty.

Course Goals
The course objectives are designed to help students interested in new technology venturing develop the skills to:

- Define entrepreneurial opportunities and explain why such opportunities exist.
- Define real customer need and explain why an entrepreneur should seek to develop a product or service that meets a real need.
- Identify techniques and tools that can be used to research the feasibility of an entrepreneurial venture.
- Assess the steps in planning and organizing an entrepreneurial venture. Explain why entrepreneurs need to gather several kinds of information before launching their new ventures and describe the nature of that information.
- Recognize sources of uncertainty and apply principles of search and testing to resolve the uncertainty faced in the entrepreneurial environment.

Course Materials – SUGGESTED READINGS
The Lean Startup: How Today’s Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses by Eric Ries
Successful Business Plan Secrets & Strategies by Rhonda Abrams
Business Model Generation by Alexander Osterwalder & Yves Pigneur

Instructors
Gül Branco, gbranco@umd.edu

Course Information
Friday 1:00PM – 3:30PM
Room TBA

Guidelines for All Course Assignments
The following guidelines apply to all assignments without exception.
- The Assignments are due by **Wednesday at 11:59p.m.**
- All written assignments will be in 12 pt font, Times New Roman, & single-spaced with 1” margins, with the exception of presentations that will be delivered using a PowerPoint compatible file.
- Submit all assignment to the Canvas course site on-time
- Late assignments will incur a 10 percent deduction for each day after the deadline, and will not accepted after the 7th
- Students not participating in team assignments will not receive any credit for the team’s submission.

**Grading & Guidelines**

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<th>Individual/Team</th>
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<td>BOSI-DNA</td>
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<tr>
<td>Opportunity Identification</td>
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<td>Feasibility Analysis</td>
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<td>Team Formation</td>
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<td>Case Study</td>
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<td>Concept Submission</td>
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<td>Key Success Factors</td>
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<td>Competitive Analysis</td>
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<tr>
<td>Mid-Semester Peer Evaluation</td>
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<td>Business Plan- Written</td>
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<tr>
<td>Business Plan – Power Point Presentation</td>
<td>Team</td>
<td>10</td>
</tr>
<tr>
<td>End of Semester Peer Evaluation</td>
<td>Individual</td>
<td>5</td>
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</tbody>
</table>

**TOTAL:** 100

Assignments- There are two types of assignments; individual and team. You will be graded individually for all the assignments listed as “Individual.” For the team assignments only one team member will post the assignment and each member will receive the same grade. Therefore, it is your responsibility to contribute to the team project equally.

Peer Evaluation - Each team member will submit a confidential peer evaluation of the other members of the group. At least 10% of the course grade is based on this evaluation. Additional deductions from the team deliverable grades will also be made in cases of individual poor performance.

Business Plan - Integrating and expanding on deliverables to date, as a group of up to 4-5, develop a comprehensive 20-page business plan based on the outline provided in the course canvas.

Final Presentation - Develop a PowerPoint presentation not to exceed 20 slides to share your concept with the class. In the notes section, include a script of what you would say if presenting the presentation to an investor.

**Attendance and Participation Policy**

Attendance is required, as topics increase in complexity and build upon on another daily. You are expected to come to class prepared, and play an active role in the discussions that take place during class periods. University
policy excuses the absences of students for illness (self or dependent), religious observances, participation in University activities at the request of university authorities, and compelling circumstances beyond the student’s control. Students must request the excuse in writing and supply appropriate documentation, e.g., medical documentation. Students with written, excused absences are entitled to a makeup exam at a time mutually convenient for the instructor and student.

In order to stimulate active learning, class will be discussion-oriented. Obviously, the quality of a discussion class is a function of the quality of each student’s preparation. We are most interested in your ability to demonstrate learning of class concepts (from the readings), which could include description/elaboration on concepts in readings (for example, see suggested discussion questions at the end of each chapter), an application of class concepts to current events (i.e., show how class concepts relate to current events, or analyze current events in terms of class concepts), and/or a critical assessment of class concepts (i.e., conditions under which they would be more or less useful, and why). Because we are here for the purposes of learning, it is entirely appropriate to ask provocative questions as part of the learning process. My evaluation stresses the thoughtful, meaningful contributions to class discussions and not the quantity of participation per se. Quality participation is based on the quality of the insights exhibited, the student’s ability to maintain continuity of discussion (i.e., pays attention to existing discussion/prior comments) and answer follow-up questions (which requires some degree of thought about the material—above and beyond mere reading—prior to class). Finally, your contribution to the spirit of the class (contributes to a positive learning environment) is also important.

For inclement weather, the course will adhere to the university schedule. Official closures and delays are announced on the campus website and snow phone line (301-405-SNOW) as well as local radio and TV stations.

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**Accommodations for Students with Disabilities**

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Course Syllabus

**HLMN471: Entrepreneurial Finance**

**Course Description**

Examine the elements of entrepreneurial finance, develop and analyze financial statements, focusing on technology-based startup ventures and the early stages of company development. Address key questions that challenge all entrepreneurs: how much money can and should be raised; when it should be raised and from whom; how to define a reasonable valuation of a company; and how to structure funding, develop employment contracts, and make exit decisions. Analyze the variety of financing models across a venture’s life cycle, with an aim to understanding the incentives of each type of investor and the relative costs and benefits of each source of funding.

**Course Goals**

The course objectives are designed to help students interested in new technology venturing develop the skills to:

- To help students build financial literacy
- To provide students with a pragmatic understanding of what it takes for a venture to succeed, including understanding a variety of financing models and what is required to meet the expectations of sources of funding
- To enable students to development dynamic, integrated and insightful financial plans for new ventures

**Course Materials – SUGGESTED READINGS**

Financial Intelligence: A Manager’s Guide to Knowing What the Numbers Really Mean by Karen Berman and Joe Knight

Value: The Four Cornerstones of Corporate Finance by McKinsey & Company

Business Model Generation by Alexander Osterwalder & Yves Pigneur

**Instructors**

TBA

**Course Information**

Friday 1:00PM – 3:30PM

Room TBA

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<td>Personal Profile Form</td>
<td>Individual</td>
<td>5</td>
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<tr>
<td>Proposed Venture Form</td>
<td>Individual</td>
<td>5</td>
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<tr>
<td>Team Formation</td>
<td>Team</td>
<td>5</td>
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<tr>
<td>Case Study</td>
<td>Individual</td>
<td>20</td>
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<tr>
<td>Business Model and Sales Plan</td>
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<td>Income Statement</td>
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<td>Balance Sheet</td>
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<td>Cash Flows</td>
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<td>Financial Plan- Written</td>
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<td>Financial Plan – Power Point Presentation</td>
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<td>End of Semester Peer Evaluation</td>
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Peer Evaluation - Each team member will submit a confidential peer evaluation of the other members of the group. At least 10% of the course grade is based on this evaluation. Additional deductions from the team deliverable grades will also be made in cases of individual poor performance.

Financial Plan - Integrating and expanding on deliverables to date, as a group of up to 4- 5, develop a comprehensive 20-page financial plan based on the outline provided in the course canvas.

Final Presentation - Develop a PowerPoint presentation not to exceed 20 slides to share your concept with the class. In the notes section, include a script of what you would say if presenting the presentation to an investor.

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**Accommodations for Students with Disabilities**

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Course Syllabus

HLMN472: Strategies for Innovation & Entrepreneurship

Course Description
Understand the process of technological change; the ways that firms come up with innovations; the strategies that firms use to benefit from innovation; and how to create new value not only through new products or services, but with novel technologies, business concepts, organizing structures, transaction/financing mechanisms, distribution channels, and market segmentation. Challenge students to think about how to create value and build a productive business organization with available resources (e.g. intelligence, insight, energy, initiative and personal relationships).

Course Goals
The course objectives are designed to help students interested in new technology venturing develop the skills to:

- The ability to assess the commercial viability of a new technology based idea.
- Transform research based ideas into feasibility and business plans.
- Gain knowledge to seize opportunities, organize and finance viable initiatives through to fruition.
- To be able to assess the need for innovation, initiate the process and run innovations in organizations.

Course Materials – SUGGESTED READINGS

Blue Ocean Strategy by René Mauborgne
Unleashing Innovation, How Whirlpool Transformed an Industry by Duarte Snyder
Made to Stick by Health Heath

Instructors
TBA

Course Information
Friday 1:00PM – 3:30PM
Room TBA

Guidelines for All Course Assignments

The following guidelines apply to all assignments without exception.

- The Assignments are due by Wednesday at 11:59p.m.
- All written assignments will be in 12 pt font, Times New Roman, & single-spaced with 1” margins, with the exception of presentations that will be delivered using a PowerPoint compatible file.
- Submit all assignment to the Canvas course site on-time
• Late assignments will incur a 10 percent deduction for each day after the deadline, and will not accepted after the 7th
• Students not participating in team assignments will not receive any credit for the team’s submission.

**Grading & Guidelines**

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<tr>
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<td>Case Study</td>
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Peer Evaluation - Each team member will submit a confidential peer evaluation of the other members of the group. At least 10% of the course grade is based on this evaluation. Additional deductions from the team deliverable grades will also be made in cases of individual poor performance.

Final Paper - Integrating and expanding on deliverables to date, as a group of up to 4-5, develop a comprehensive 20-page paper based on the outline provided in the course canvas.

Final Presentation - Develop a PowerPoint presentation not to exceed 20 slides to share your concept with the class.

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Course Syllabus

HLMN473: Consulting in Tech Entrepreneurship

Course Description
Apply the entrepreneurship/business principles learned in the classroom to real-world consulting projects. Gain practical experience by solving actual business situations and by dealing with ambiguity and uncertainty inherent in fast-moving technical organizations. Develop key skills in negotiation, group dynamics, organization, and planning.

Course Goals
The course objectives are designed to help students interested in new technology venturing develop the skills to:

- Gain applied consulting project experience while providing a valuable service to the business community

Course Materials – SUGGESTED READINGS
Flawless Consulting: A Guide to Getting Your Expertise by Peter Block
Power Questions: Build Relationships, Win New Business, and Influence Others by Andrew Sobel and Jerold Panas

Instructors
TBA

Course Information
Friday 1:00PM – 3:30PM
Room TBA

Guidelines for All Course Assignments
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<td>Project Proposal</td>
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You are enrolled in a course that is probably unlike any you have experienced. Your responsibility for the semester will be to satisfy the business needs of a client. Your work will be mostly with the client and driven by the client’s schedule and needs. You will be working for them on problems that are very real to them and for which they seek a real and useful solution. You are expected to actually solve their problem, not tell your professors about a possible solution. Students take the lead in these projects—faculty mentors are responsible for providing tools for the course and organizing the teams and clients; after that, mentors have little interaction at all with clients, and in most cases will not see the client again until the final team project presentation.

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