

HEIP 143 (1 Credit): Foundations of Entrepreneurship and Innovation, FALL 2015

COURSE DESCRIPTION

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.

COURSE OBJECTIVES

The course objectives are to introduce foundational ideas and terms in entrepreneurship and innovation, with attention to developing students understanding of:

- Developing an entrepreneurial mind for an entrepreneurial world
- Cultivating a business in diverse, global environments
- Leading and collaborating in a competitive world
- Industry dynamics of technological innovation

Objectives will be measured and evaluated through the deliverables outlined in the “Grading” section of this syllabus.

COURSE MATERIALS

- Green, James V. (2015) “The Opportunity Analysis Canvas.” CreateSpace. Kindle version available @ \$4.99. (Required. Note: we will continue to use this book in HEIP144)
- HBS, Applegate, Lynda (2014) “Becoming an Entrepreneurial Leader” \$7.95 Register to download at <https://cb.hbsp.harvard.edu/cbmp/access/38956195> (Required. Note we will have 3 readings from this document during the course and 1 in HEIP144.)
- Ross, Emily & Holland, Angus (2005) “100 Great Businesses and the Minds Behind Them.” Sourcebooks. (Required)
- Henson, Jim (2005) “It’s Not Easy Being Green and Other Things to Consider.” Hyperion. (Suggested)

MEETING TIMES & LOCATION

Mondays 5:00-5:50 pm in School of Public Health (SPH, Bldg.255), Room 1312 (We only meet for 50 minutes, so it is important that you be on time.)

INSTRUCTOR

Jay A. Smith, MBA Director, Entrepreneurship & Innovation Program, La Plata Hall 1102,
jaysmith@umd.edu , Office hours by appointment/drop by

Ryan N. Elza, Academic Program Specialist, Entrepreneurship & Innovation Program, La Plata Hall
1104, relza@umd.edu , Office hours by appointment/drop by

Guest Speakers (listed in schedule)

Teaching Assistants (assigned alphabetically):

(A-C) Chris Eyo	chriseyo17@gmail.com	'18 Psychology & Spanish
(D-J) Colin Burr	colin.a.burr@gmail.com	'18 Computer Science
(K-R) Amanda Ferreira	amandaf@terpmail.umd.edu	'18 Marketing
(S-Z) Helen Liu	hliu1212@terpmail.umd.edu	'18 International Business & Marketing

TEACHING AND LEARNING STYLE

The course will be lecture based and highly interactive. The course will include guest lectures by entrepreneurs and by faculty engaged in the study and practice of entrepreneurship. Students will also engage in a variety of team and individual activities and assignments both in and outside class time. Class attendance and participation is required. Students will be challenged to grasp concepts and relate them to other concepts presented. **LAPTOPS/TABLETS ARE NOT ALLOWED IN CLASS unless required by instructor. DO NOT USE CELLPHONES DURING CLASS TIME.**

GRADING

Attendance and Class Participation	10%
Social Media & Entrepreneurship Events	5%
Life Cards & INSTANT Impact	5%
Gumball Challenge	10%
Reflection Journal and Summary	20%
Individual Papers (2 exercises @ 10% each)	20%
Your Entrepreneurial Resume	15%
Interview with an Entrepreneur	15%

· *Class Participation* is defined by not simply being present, but being an active learner in the classroom. You are expected to come to class on-time and prepared and play an active role in the discussions that take place during class periods. Unannounced activities may be included in this section. See Attendance Policy for details.

· *Social Media.* See elms for instruction.

- *Entrepreneurship Events.* Attend at least 2 events during the semester.
- *Life Cards.* Each student will create a business card-style “life card” illustrating their personal vision.
- *INSTANT Impact.* EIP is conducting an artistic project to capture a snapshot of innovation on campus and the impact of EIP students on our community and, eventually, the global community. *Instant Impact* chronicles the responses of EIP Freshman to the question – what will be your impact on campus, on the world? Instant photography portraits of students whereupon students inscribe their impact vision statement, thoughtfully crafted and constrained to the iconic white-space of a Polaroid.
- *Gumball Challenge.* This is a creative experiential team project in which you seek to create both economic and social value. Start with a \$27 loan and 27 gumballs. You have 7 days to create as much value as possible. In other words, you have to be entrepreneurial – to come up with innovative ways to transform your assets into something of greater value. Net proceeds (excludes original loan – to be returned) should be given to a local cause of your team’s choice or directed through social ventures and microfinance institutions such as Kiva.org, MyC4.com or GlobalGiving.org. Each team will be graded on three evenly weighted criteria: 1) Creativity and originality of idea 2) Value created in terms of economic return (ROI) and social good generated (e.g. use of proceeds) 3) Teamwork including how well you used the assets/skills of team member
- *Reflection Journal and Summary.* Guest speakers and activities are a significant part of the course and are meant in part to stimulate personal reflection. Each student is required to complete a brief (1 or 2 paragraphs) summary takeaway or respond to a specific question or prompt for each activity or speaker. Journal entries should be added to ELMS by the Thursday night after each class meeting. A final version, including the original entries plus a 2-3 paragraph thoughtful discussion of insights across the speakers, is due by December 10 at 5pm uploaded to ELMS and hard copy to EIP office.
- *Entrepreneurial Thinking and Written Communication Skills* will be assessed through two individual exercises over the semester. Each exercise will require a one or two-page single-spaced response to the prompt or question(s) posed. (See *Guidelines for All Assignments* section for more details.) ‘A’ papers will require thoughtful and clearly expressed responses. Students will meet in subgroups with their TAs for the class after after each submission is completed to discuss the topic and conduct related learning exercises.
- *Entrepreneurial Resume* - Design and complete your future resume for the year 2030. This assignment is meant to stimulate thinking about your desired educational, professional, and personal goals and plans for your future. You are encouraged to be creative and courageous in your vision. (1 page minimum and 2 page maximum).
- *Interview with an Entrepreneur* – By interviewing successful entrepreneurs we can learn about the mindset and attitudes that have helped them. You will ask a prescribed set of questions plus other questions you may have, note their responses and your thoughts on their responses. (2 pages)

ATTENDANCE POLICY

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.

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 personally hand the instructor 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.

- 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 PowerPoint.
- References should be provided in APA format (see: www.lib.umd.edu/guides/citing_apa.html)
- Print and bring all assignments in hardcopy to class at the start of class on the due date.
- All written work must be submitted at the beginning of class on the date due. If you will not be in class on the due date your printed paper must still arrive by the time and date it is due. For example, a classmate may submit the paper on your behalf at the beginning of class. You may also turn in papers before the deadline. Late papers will not be accepted for grading.
- Do not exceed the page limit requirement as stated in each assignment.
- Assignments not meeting all of these guidelines will not be accepted.

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. 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 and answers to frequently asked questions about the Code of Academic Integrity, consult the Student Honor Council’s website.

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

(Note: Schedule is subject to change during the semester.)

#	Date	Topic	Activity/Speaker	Preparation for Class
1	8/31	Course Overview	Jay Smith & Ryan Elza	Review Syllabus [Read: HBS- Becoming an Entrepreneurial Leader, Sec 1-2.1]
	9/7	LABOR DAY NO CLASS		
	9/7	Flipped Class	LABOR DAY No Class Meeting	Read 100 Great Business pp. 1-4 Read Opportunity Analysis Canvas Ch 1-2
2	9/14	Team Building & Problem Solving (rain date 9/22)	Ropes Challenge Course <i>Meet in front of La Plata at 4:50pm.</i>	Bring Completed Waivers Read: “How to build a teamwork culture” http://humanresources.about.com/od/involvementteams/a/team_culture.htm
3	9/21	Entrepreneurial Mindset Assessment	Jay Smith Entrepreneurial Orientation Survey	Bring Laptops to Class – For Survey MEET AT THE DINER PROJECTION ROOM Read: Intro of 100 Great Businesses pp1-4 Read: _____
4	9/28	Entrepreneurial Mindset	Jay Smith	Read HBS-Becoming an Entrepreneurial Leader Life Cards Due 9/30
5	10/5	EIP Gumball Challenge Kickoff: Creating Economic and Social Value	Adam VanWagner '11 Business, HinmanCEOs Community & Venture Coordinator, Dingman Ctr Co-Founder	Read: Muhammad Yunus: Helping the less privileged unleash their entrepreneurial skills http://knowledge.insead.edu/responsibility/muhammad-yunus-helping-the-less-privileged-unleash-their-entrepreneurial-skills-1930 Watch: Ideas for Change -Social Business - Muhammad Yunus

			My FridgeRental.com Winner Cupid's Cup	https://www.youtube.com/watch?v=5Q2T7TEy9tE
6	10/12	Gumball Challenge Presentations	Student Presentations	Prepare 3-minute team presentation. 2-3 Slides (one summary slide, one image slide, and one additional slide if absolutely needed.) Upload to ELMS. (see assignment sheet for details)
7	10/19	World In 2030	TA-led Small Group Discussions	Individual Paper 1 due -- The World in 2030 -Upload to ELMS+Bring Hardcopy to Class
8	10/26	Sustainability, Innovation & Entrepreneurship	Mark Stewart, Sr. Project Manager UMD Office of Sustainability	Explore: http://sustainability.umd.edu Read Down to Business: Paul Hawken http://www.thesunmagazine.org/media/article/pdf/316_Hawken.pdf
9	11/2	Designing Products for a Brighter Future	Erica Estrada-Liou, Dir. Curriculum and Experiential Learning, UMD Academy of Innovation & Entrepreneurship	Explore: http://entrepreneurship.umd.edu Explore: http://www.dlight.com/
10	11/9	Creating Entrepreneurial Business	Jay Smith	Your 2030 Entrepreneurial Resume Due Upload to ELMS+Bring Hardcopy to Class
11	11/16	Entrepreneurship , Innovation & Effective Job Search	Jay Blanco, Program Manager, Accenture	Explore: www.accenture.com
12	11/23	Leadership Discussions Thanksgiving Dinner	TA-led Small Group Discussions	Individual Paper 2 Due – Leadership -Upload to ELMS+Bring Hardcopy to Class
13	11/30	From LaPlata Hall to Mark Cuban Invested	Jonathan Chen '14, Co-Founder & CTO of FiscalNote	https://www.fiscalnote.com/ http://janicemandel.com/2015/08/21/mark-cuban-bets-youll-hear-about-fiscalnote/
13	12/7	Doing Good While Making Profit	Omar Goheer '16, EIP, Founder of K.Sultana	http://www.ksultana.com/ https://umddingman.wordpress.com/2015/06/29/terp-startup-k-sultana-creates-breathable-head-scarves-for-muslim-women/#more-4591

NOTES:

Speakers and dates subject to change.

XC = extra credit. 1 point of extra credit is assigned for attending event and 2-paragraph write-up

Reflection Journal and Summary due Thursday December 11 at 5pm uploaded to ELMS and hard copy to EIP office. There is no final examination.