Course Overview

Today’s brisk rate of change in corporate America is largely fueled by new entrepreneurial ideas. The success rate of an idea making money is small not because of the original idea being inadequate, but because the entrepreneur lacks the skills to develop, refine and build the idea. This course is designed to develop the necessary basic skills required by an entrepreneur to develop the idea. The application of these skills is not only limited to start-up situations but can also be applied within a large corporation needing to execute an innovation strategy. Contrary to common image, successful entrepreneurs must be disciplined, structured and persuasive in bringing others along with their vision. By focusing on the initial identification and quantification of an innovative opportunity and its presentation to stakeholders, the course provides a broad introduction to the field of entrepreneurship. During the fourteen weeks, students will learn the basics of generating ideas, conducting due diligence, identifying investment partners and preparing an executive summary of their idea to pitch it to potential investors.

The course uses several unique learning techniques. First, it relies heavily on “problem-based learning” in which the student learns by actually solving real problems rather than reading textbooks with standardized tests.

Secondly, the course relies heavily on a technology infrastructure that allows students to work at their own pace and schedule and thereby allowing class-room time to be more interactive with the faculty. Unlike other courses, this 3 credit course will meet just once a week for class discussion and to evaluate progress of ideas. All reading material, case studies and exercises required to build the skills to evaluate a business idea will be delivered through Canvas. It is recommended that you form diverse teams of five students each.
Course Objectives
The primary objective of this course is to give the student the skills to present a convincing argument for a third party to invest into a new opportunity. The third party would be one of two groups:

- source of private investment for a start-up either “angels” or institutional venture capital
- a corporate new business development review board

Upon completing the course, the student will have a working knowledge of traditional and non-traditional ways of identifying a new opportunity, quantifying the potential, understanding the key competitive factors, researching the audience, and producing a convincing executive presentation for internal or external venture financing and launch.

Topics introduced during the course include: the definition and function of an entrepreneur in small large organizations, the nature of innovation; discontinuities and market disruption; uncovering new business opportunities; quantifying opportunities; researching competitors and partners; resource planning, and presenting an opportunity for private financing or corporate sponsorship.

Required Course Material
Articles for reading will be provided throughout the course through Canvas.

GRADING
The Grading will be split as follows between team and individual work.

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Class Participation</td>
<td>5%</td>
</tr>
<tr>
<td>Entrepreneur Profile (Archival)</td>
<td>5%</td>
</tr>
<tr>
<td>Entrepreneur Profile (Interview)</td>
<td>10%</td>
</tr>
<tr>
<td>Canvas Assignments</td>
<td>20%</td>
</tr>
<tr>
<td>Feasibility Study Written</td>
<td>30%</td>
</tr>
<tr>
<td>Feasibility Study Presentation</td>
<td>30%</td>
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1. Class participation. This will be based-on class attendance, participation in class discussions, presentations, and review of peer evaluations. In addition, teams will be required to schedule meetings with the instructors at various times during the semester. These meetings will include discussions of class material and how it relates to the teams business idea. Team members will be required to sign a Team Contract.

2. There will be two required Entrepreneur Profiles.

3. There will be no final exam. You will be required to deliver a short feasibility study- no more than twenty to twenty-five pages - which elegantly and convincingly outlines a new opportunity, its potential and importance, a request for funding and use of the funds and the benefits to the researched audience. Additionally, the teams will make a 20 minute
presentation at the end of the term. The feasibility study and presentation will be equally weighted.

4. Grading. Assignments will be graded pass/fail. Your team is allowed 1 and only one redo on a failed team assignment. Entrepreneur profiles, final feasibility paper and final presentation will be graded on the standard A, B, C scale.

5. Schedule. Classes will meet once per week. However, some class periods will be canceled in order for the teams to attend mentor meetings.

6. Canvas. All class material, assignments, and due dates will be posted on Canvas. A tentative class schedule is shown below. Instructor reserves the right to alter the schedule when needed.

7. Attendance. **This class has a strict attendance policy:** You may miss one, and only one, class without penalty. If you miss a second class, you will lose 5% from your final grade. The only exception to this policy is if you have a university approved absence (such as Martin Luther King Day of Service, field trips, debate trips, choir trips, and athletic contests). **If you cannot attend every class you should drop this course.**

8. **Late Assignments. The due dates for assignments are non-negotiable. Late work will be penalized by 5 percent/day.**
Notice Concerning Disabilities and Discrimination.

Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act Amendments Act (ADAAA) covers issues relating to disability and accommodations. If a student has questions or needs an accommodation in the classroom (all medical information is treated confidentially), contact:

Trudy Luken, Director
Student Accessibility Services (SAS) - Corbett Center, Rm. 244
Phone: (575) 646-6840 E-mail: sas@nmsu.edu
Website: http://sas.nmsu.edu/

NMSU policy prohibits discrimination on the basis of age, ancestry, color, disability, gender identity, genetic information, national origin, race, religion, retaliation, serious medical condition, sex, sexual orientation, spousal affiliation and protected veterans status. Furthermore, Title IX prohibits sex discrimination to include sexual misconduct: sexual violence (sexual assault, rape), sexual harassment and retaliation.

For more information on discrimination issues, Title IX, Campus SaVE Act, NMSU Policy Chapter 3.25, NMSU’s complaint process, or to file a complaint contact:

Gerard Nevarez, Title IX Coordinator
Agustin Diaz, Title IX Deputy Coordinator
Office of Institutional Equity (OIE) - O'Loughlin House, 1130 University Avenue
Phone: (575) 646-3635 E-mail: equity@nmsu.edu
Website: http://www.nmsu.edu/~eeo/

Other NMSU Resources:

NMSU Police Department: (575) 646-3311 www.nmsupolice.com
NMSU Police Victim Services: (575) 646-3424
NMSU Counseling Center: (575) 646-2731
NMSU Dean of Students: (575) 646-1722
For Any On-campus Emergencies: 911

Academic and non-academic misconduct: The Student Code of Conduct defines academic misconduct, non-academic misconduct and the consequences or penalties for each. The Student Code of Conduct is available in the NMSU Student Handbook online: http://studenthandbook.nmsu.edu/

Academic misconduct is explained here:
http://studenthandbook.nmsu.edu/student-code-of-conduct/academic-misconduct/

Plagiarism. Plagiarism is using another person's work without acknowledgment, making it appear to be one's own. Intentional and unintentional instances of plagiarism are considered instances of academic misconduct and are subject to disciplinary action such as failure on the assignment, failure of the course or dismissal from the university. The NMSU Library has more information and help on how to avoid plagiarism at http://lib.nmsu.edu/plagiarism/.
## Tentative Course Schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Introduction</td>
<td>Introduction to Entrepreneurship</td>
</tr>
<tr>
<td>2</td>
<td>Opportunities are Everywhere</td>
<td>Opportunity Drivers</td>
</tr>
</tbody>
</table>
| 3    | Business Opportunities | Sources of ideas  
Idea generation, screening, and evaluation |
| 4    | Opportunity Evaluation | Team Formation  
Turning Ideas into Opportunities |
| 5    | Intellectual Property | What is IP  
IP requirements  
Patents  
Copyright, Trademarks |
| 6    | Competitive Analysis | Tools for competitive analysis  
Competitors products / services  
Competitors Business model  
SWOT Analysis |
| 7    | Your Market | Customer Segmentation  
Market Segmentation  
Product Positioning |
| 8    | Business Model | Why the Business Model is Critical |
| 9    | Finance | Bootstrapping  
Sources of Finance  
Finance requirements |
| 10   | Finance | Start up Valuation  
Venture Capital and Angels |
| 11   | Exit Strategy | Various Exit Strategies |
| 12   | Business Planning and Feasibility Studies | Structure  
Presentation |
| 13   | | Instructor Meetings with All Teams |
| 14   | | Team Presentations |
| 15   | | Thanksgiving Break |
| 16   | | Team Presentations |
| Finals Week | | Hand in Feasibility Study |