

MBA 694.61

Entrepreneurship

Spring 2021 (Online - 2 Credits)

Paul Gladen M.A.

Email: paul.gladen@umontana.edu

Phone: Mobile: 406-396-3534

Office: Blackstone LaunchPad (UC 250)

About: [LinkedIn](#)

Office Hours: By appointment. Please schedule via: <https://paulgladen.youcanbook.me>. I am also frequently available for informal discussion in the Blackstone LaunchPad in the UC

COURSE DESCRIPTION:

Welcome! This class is an exciting and innovative course designed to introduce students to the real world of entrepreneurship, exploring global, national and Montana startups and owner managed businesses as well as the various strategies and practices for funding startups or venture growth. The course will utilize podcasts and a series of recorded interviews with several local startups (mostly founded by UM students or alumni - i.e. people like you!) and various funding organizations. The course will also include livestream Q&A sessions (which will be recorded for you to watch in your own time) in which I and some invited guests will explore various topics including questions and issues raised by you in the online discussion forum.

The world of entrepreneurship is incredibly diverse. Every business that exists today was once a startup and the majority of businesses are privately owned ventures whose owners face uncertainty and risk on a daily basis. This course will introduce some key entrepreneurial concepts and frameworks (such as the business model canvas and lean startup) and explore funding strategies, but much of entrepreneurial success and failure is about mindset, motivation and decision making in the face of uncertainty. My goal in this course is for you to gain an appreciation for the entrepreneurial skillset and mindset that might one day help you should you decide to step onto the entrepreneurial path. I also believe that the entrepreneurial skillset and mindset will enhance your value as an executive or employee in more established organizations, equipping you to bring a more entrepreneurial and innovative approach to your organization's growth and development.

HOW THE COURSE WILL BE TAUGHT:

The course will use the various interviews, recorded material and Q&As to explore and analyze startup business models and identify the different opportunities and challenges encountered by

startups as they progress from concept through launch and into their growth phase. We will also explore the range of funding option available to startups, evaluate their suitability and consider their relative pros and cons. You will be challenged to reflect on the practices and insights gained from these materials, contrasting different and sometimes conflicting approaches and advice and then apply them as a team to the analysis of an entrepreneurial venture selected by your team.

REQUIRED MATERIAL:

All course material is provided by the professor and you will not need to purchase any outside resources to participate in this class. The required readings/recordings for coursework will be made available through Moodle on a rolling basis (typically in two week blocks).

CoB MISSION STATEMENT:

The University of Montana's College of Business is a collegial learning community dedicated to the teaching, exploration, and application of the knowledge and skills necessary to succeed in a competitive marketplace.

MBA MISSION STATEMENT:

The University of Montana MBA Program's mission is to serve our region by educating leaders to effectively manage organizations in a global business environment.

As part of our assessment process and assurance-of-learning standards, the MBA program has adopted six learning goals for our students. MBA graduates will demonstrate:

1. Integrated knowledge of business functions
2. Communication skills and teamwork ability
3. Ethical conduct, social responsibility, and professional leadership
4. Analytical and innovative thinking in business problem solving
5. Knowledge and application of current trends in information technology
6. Ability to evaluate the implications of operating in the global business environment

COURSE LEARNING GOALS:

1. Appreciate the different types of startup businesses.
2. Appreciate the different types of entrepreneurs
3. Compare the ways entrepreneurs describe and pitch their business.
4. Understand the basic stages and elements of startup activity.
5. Identify common challenges and risks in starting and growing a venture.
6. Appreciate how entrepreneurs navigate the startup process and address key challenges and risks.

7. Understand key startup tools and methodologies including Lean Startup, Business Model Canvas and Value Proposition Design.
8. Understand the array of potential funding methods and sources for startup businesses
9. Understand the relevance and appropriateness of different funding options for different types of startup and at different stages of the startup process
10. Understand the thinking, criteria and processes that funding organizations and agencies use to evaluate whether to provide funding
11. Understand the requirements of startups in seeking funding from different funding sources.
12. Appreciate the legal requirements, organizational obligations and broader ramifications of securing funding from different sources.

DESCRIPTION OF GRADED ACTIVITIES:

Initial Entrepreneurial Hypotheses (5% of course grade)

In the first week you will simply be asked to submit a short statement outlining your current beliefs, hypotheses or questions relating to entrepreneurship in general and/or specific areas or aspects of entrepreneurship (e.g. angel/VC funding, startup marketing or sustainable entrepreneurship). This document will provide a foundation for your personal inquiry and assessment of the content delivered during this course and against which you will evaluate and record your learning about the diverse world of entrepreneurship. Further guidance on your initial and final (see below) statements will be provided during the course.

Online Participation (15% of course grade)

You will be required to actively engage in online discussion via Moodle, including:

- Discussion and contributions around your entrepreneurial hypotheses as informed by the startup frameworks (value proposition design, business model canvas and lean startup), live Q&A sessions, podcasts and various entrepreneur and funding interviews.

Your grade will reflect both the quality and quantity of your contributions. I require a minimum of two meaningful contributions in each of the five two-week periods (weeks 1-10) (minimum 10 contributions - but spaced across the ten weeks). Effective contributions may include:

- Discussion of aspects of the startup frameworks or funding principles and how they applied to the ventures featured in the class.
- Researching and contributing startup and entrepreneurial insights from beyond the materials in the class.
- Exploring alternative approaches or viewpoints to those expressed in the course materials or by your fellow students in the discussion forum.
- Sharing personal experience or perspectives on startup life!

Final Entrepreneurial Hypotheses Statement & Discussion (40% of course grade)

After the first 10 weeks of activity you will be required to submit an updated entrepreneurial

hypotheses statement with accompanying discussion of how your beliefs or hypotheses regarding key entrepreneurial concepts or principles have been confirmed, refuted, evolved or added to.

Case Study Activities (30% of course grade)

In the last 5 weeks of the class you will work in teams to perform an in-depth entrepreneurial analysis of an established venture that is selected by your team. You will deliver a 15 minute recorded presentation and a written analysis. Further details will be provided. Peer evaluations will be required and factored into your individual grade.

Personal Case Study Reflection (10% of course grade): You will also submit a short 500 word paper assessing how your learning from the case study compared to your updated entrepreneurial hypotheses statements.

Due Dates:

Assignment	Submission Date
Initial Entrepreneurial Hypotheses Statement	11pm Sunday Jan 17
Week 1-2 Discussion Forum: (Jan 11 - Jan 24)	11pm Sunday Jan 24
Week 3-4 Discussion Forum: (Jan 25 - Feb 7)	11pm Sunday Feb 7
Week 5-6 Discussion Forum: (Feb 8 - Feb 21)	11pm Sunday Feb 21
Week 7-8 Discussion Forum: (Feb 22 - March 7)	11pm Sunday Mar 7
Week 9-10 Discussion Forum: (March 8 - March 21)	11pm Sunday Mar 21
Final Entrepreneurial Hypotheses Statement	11pm Sunday Apr 11
Group Presentation & Paper: (March 22 - Apr 23)	6pm Friday Apr 23
Peer Evaluations	6pm Friday Apr 23

COURSE GRADING:

ASSIGNMENT	WEIGHT (%)
Initial Entrepreneurial Hypotheses Statement	5
Online Participation	15
Final Entrepreneurial Hypotheses Statement	40
Group Case Study Project	30

Individual Case Study Reflection	10
Total	100

COURSE GRADING SCALE:

This course employs +/- grading. The following grade scale will be used to calculate final grades.

A+	100-97%	A	96-93%	A-	92-90%
B+	89-87%	B	86-83%	B-	82-80%
C+	79-77%	C	76-73%	C-	72-70%
D+	69-67%	D	66-63%	D-	62-60%
F	Below 60%				

EXPECTATIONS FOR WRITTEN ASSIGNMENTS:

Your success in the business world will depend, to a large extent, on your ability to communicate. This course will provide you with the opportunity to further develop these skills. Of course, all assignments should be clear, concise and substantive. My policy is not to review student papers before they are turned in for grading. However, I am willing to discuss the logical reasoning and proposed content of your written work.

Grading of your written work will be competitive. That is, your work will be graded relative to your classmates. Proper spelling, syntax, grammar, punctuation, and professional appearance are expected. Your grade may be lowered as much as two full letter grades if these areas are lacking. Please be sure to document your sources (urls are sufficient I do not require academic style citations). Finally, late work will not be accepted.

MBA 694.61 SCHEDULE

	Topic
Weeks 1-2 (Jan 11 - Jan 24)	<ul style="list-style-type: none"> ● Course Introduction ● Value Proposition Canvas ● Business Model Canvas ● Lean Startup ● Live Q&A
Weeks 3-4 (Jan 25 - Feb 7)	<ul style="list-style-type: none"> ● Startup Interviews ● Legal Fundamentals ● Funding Introduction ● Live Q&A
Weeks 5-6 (Feb 8 - Feb 21)	<ul style="list-style-type: none"> ● Equity Funding Lecture

	<ul style="list-style-type: none"> ● Startup & Funding Interviews ● Live Q&A
Weeks 7-8 (Feb 22 - March 7)	<ul style="list-style-type: none"> ● Startup & Funding Interviews ● Live Q&A
Weeks 9-10 (March 8 - March 21)	<ul style="list-style-type: none"> ● Startup & Funding Interviews ● Live Q&A
Weeks 11-15 (March 22 - Apr 23)	Group Project

Topic order is subject to change.