

EIND 425-01 TECHNOLOGY ENTREPRENEURSHIP

Montana State University—Bozeman

Fall 2012

3 Semester Credits

Instructor: Bruce Zignego

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Office Hours: 1:30-2:30 PM; T & R

Class Meeting Times: 12:15-1:30 PM; T & R

Location: Roberts 401

Course Prerequisite: I&ME 325, “Engineering Economy” (after interview with student may be waived by professor)

Required Textbook: 1) Duening, Hisrich, Lechter, 2010 “Technology Entrepreneurship”, 1st edition: Elsevier Inc.

Desire2Learn: <https://ecat.montana.edu>

Course Overview: The purpose of this class is to introduce the student to the principles of entrepreneurship and to give them the background appropriate to start their own business. This class is designed to instruct students on how to formulate, plan, and implement a new venture. Students are exposed to detailed descriptions of ‘how to’ embark on a new venture in a logical manner. Real case studies and entrepreneur profiles help illustrate successful and not-so-successful ventures.

Course Objective: The primary goal of this course is to provide an understanding of entrepreneurship and the entrepreneurial process in a global setting. The course will broaden a basic understanding obtained in the functional areas as they apply to new venture creation and growth. Specifically, the course will:

- Develop an understanding of entrepreneurship and the entrepreneurial process.
- Integrate functional area material as it applies to new venture creation and growth.
- Develop an understanding of the role of entrepreneurship and new venture creation in economic development.
- Develop an understanding of the role and activities of entrepreneurship in a global setting.
- Provide an opportunity to evaluate your own entrepreneurial tendencies and create a new venture.

Desire2Learn:

Course materials will be handed out via the D2L system. Students can also check their current grading for the course in D2L.

Course Evaluation (Grading):

Case Studies	15% of Course Grade
Class Participation	10%
Exam I	15%
Exam II	15%
Final Exam *	20%
Business Plan Report **	<u>25%</u>
	100%

* Final exam will have two components, the material covered since the last exam and a review component of the entire class.

** Must be completed in order to receive a grade for the course.

Case Studies: There will be three case studies given during the semester. The Case Study and questions will be posted on D2L. The case studies will be completed in teams of 3 students. Each case study will rotate the participants in each respective group. On dates where a case study is due, one to three pre-defined groups will present their solution to the case. The presentation of the case will be equally distributed among group members. ALL GROUPS are expected to participate in the group discussion phase, led by the instructor and will be graded accordingly. Case Studies are due on their respective due date. Late submittals will have an automatic 20% reduction in grade. Case studies submitted after 1 week from due date will be given a zero.

Business Plan: Three students will work together to develop and present a business plan. The teams will be selected early in the semester, following team selection, the team must submit an idea for a business that must be approved by the instructor. A first pass business plan will be due during the semester and then the final business plan will be presented at the end of the semester and a written business plan report will be submitted at the time of the presentation. Both the written and the oral presentation of the business plan will be used for grading this component of the course.

Class Participation: Class participation on all cases and discussion is essential. Everyone is expected to have read the assigned material and thoroughly prepare each case. Attendance to class is required. Point allocation for each class: 4 – engaged participation based on substantive preparation; 3 – moderate participation, minimal to some preparation; 2 – minimal participation, minimal preparation; 1 – present but no participation; 0 – Absent or very late.

Collaboration:

University policy states that, unless otherwise specified, students may not collaborate on graded material. Any exceptions to this policy will be stated explicitly for individual assignments. If you have any questions about the limits of collaboration, you are expected to ask for clarification.

Plagiarism:

Paraphrasing or quoting another's work without citing the source is a form of academic misconduct. Even inadvertent or unintentional misuse or appropriation of another's work (such as relying heavily on source material that is not expressly acknowledged) is considered plagiarism. If you have any questions about using and citing sources, you are expected to ask for clarification.

Student Educational Records:

All records related to this course are confidential and will not be shared with anyone, including parents, without a signed, written release. If you wish to have information from your records shared with others, you must provide written request/authorization to the office/department. Before giving such authorization, you should understand the purpose of the release and to whom and for how long the information is authorized for release.

Academic Misconduct:

Section 420 of the Student Conduct Code describes academic misconduct as including but not limited to plagiarism, cheating, multiple submissions, or facilitating others' misconduct. Possible sanctions for academic misconduct range from an oral reprimand to expulsion from the university. If misconduct is determined at the minimum work will need to be repeated to determine skill demonstration of material.

Tentative Class Outline: *(subject to change)*

T is Tuesday; **R** is Thursday

No. of Weeks	No. of Classes	Date	Topics	Assignments
1	1	T Aug 28	Fundamentals of Business Business Plan Introduction	Chapter 1
	2	R Aug 30	Fundamentals of Global Economics Case Study 1 intro Understanding Financial Statements	Chapter 2
2	3	T Sept 04	Technology Ventures in a Global Context	Chapter 3
	4	R Sept 06	Legal Structure & Equity Distribution Understanding Financial Statements Business Plan Teams Selected	Chapter 4
3	5	T Sept 11	Capital & Deal Structuring	Chapter 5
	6	R Sept 13	Case Study 1	(CASE)
4	7	T Sept 18	Exit Strategies for Technology Ventures Business Plan Teams Selected and Business chosen Case Study 2 intro	Chapter 6
	8	R Sept 20	EXAMINATION #1 (chapters 1-6 & financial statements)	
5	9	T Sept 25	Intellectual Property Mgmt & Protection	Chapter 7
	10	R Sept 27	Guest Lecture: Stephen Sanford & David Yakos – Salient Tech.	
6	11	T Oct 02	Contracts Negotiating Fundamentals	Chapter 8 Chapter 9
	12	R Oct 04	Guest Lecture: Gary Gannon – Entrepreneurial Spirit	
7	13	T Oct 09	Guest Lecture: Craig Wilkins – ZincAir Inc. (date still to be verified)	
	14	R Oct 11	Launching the Technology Venture	Chapter 10
8	15	T Oct 16	Case Study 2	(CASE)
	16	R Oct 18	Guest Lecture: Trevor Loy – Flywheel Ventures	
9	17	T Oct 23	Going to Market and the Marketing Plan Business Plan Review Case Study 3 intro	Chapter 11 1 st written pass due
	18	R Oct 25	Guest Lecture: Dave Morin – Path; www.path.com (date still to be verified)	

10	19 20	T R	Oct 30 Nov 01	Guest Lecture: Luke Mauritsen – Montana Instruments Guest Lecture – Diane Smith – Northfork Strategies	
11	21 22	T R	Nov 06 Nov 08	Election Day NO CLASS EXAMINATION # 2 (chapters 7-11)	
12	23 24	T R	Nov 13 Nov 15	Case Study 3 (CASE) Guest Lecture – David Ethridge – New York Stock Exchange (date still to be verified)	
13	25 26	T R	Nov 20 Nov 22	Individual Reflection, No Class time THANKSGIVING HOLIDAY (No Classes)	
14	27 28	T R	Nov 27 Nov 29	Financial Management and Control Venture Management and Leadership Venture Risk Management Your Entrepreneurial Career Business Plan Preparation	Chapter 12 Chapter 13 Chapter 14 Chapter 15
15	29 30	T R	Dec 04 Dec 06	No class; Business Plan Presentations 5-9pm Review for Final & Class Evaluation	
16		W	Dec 14	FINAL EXAM 2-3:50 PM, Roberts Hall 401	