

The Wharton School
The University of Pennsylvania

Management 230:

ENTREPRENEURSHIP

Course Syllabus

Spring 2013

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TA –

Day, Time: MW, 12 – 1:30, or
MW 1:30 – 3:00

Classroom:

I. OVERVIEW

"You miss 100% of the shots you never take" (Wayne Gretzky)

"look before you leap" (common sense)

MGMT 230 is the entry level course in Entrepreneurial Management and is a prerequisite to all other courses in the Wharton entrepreneurship curriculum. It is an integrative course—one that combines material introduced to you in core courses and applies it to the design and implementation of new ventures. Accordingly, students are encouraged to have completed at least one course in each of marketing, management, OPIM, accounting, and finance (though exceptions can be made on a case-by-case basis).

The course may appeal to individuals who want to launch their own business or pursue employment with a start-up firm. Students who intend to work in the venture capital industry or in professional businesses supporting entrepreneurial firms will also benefit from the course.

The course is designed to be a very experiential learning experience. In addition to cases and lectures, you and a group of peers will launch a functioning micro-business where you will apply course concepts in a series of challenges against your classmates. You will not be graded on the results of these competitions – though there will be rewards for the winners – but rather on blog posts where you reflect on what went well, what didn't, and what you learned from each challenge. The best posts may be picked up by the Wharton Entrepreneurship Blog (<http://beacon.wharton.upenn.edu/entrepreneurship/>), and/or the Wharton Blog (<http://whartonmagazine.com/blog/>).

You will also have the chance to research and develop a business model for a more ambitious startup of your own design. While all types of ventures are theoretically 'in-bounds' here, you will be encouraged to work on an idea that has *high growth potential and distinguishes itself from existing companies through innovation* – for example, through an innovative product or service, an innovative production process, a new business model, or a new market.

II. ASSIGNMENTS AND GRADING

Individually Assigned Grades	55%
<i>Memo of Introduction</i>	<i>-5% (you lose 5% for non-submission)</i>
<i>Idea analysis blogs x 4 (2.5% each)</i>	<i>10%</i>
<i>Entrepreneurship reflection blog</i>	<i>10%</i>
<i>Class participation</i>	<i>25%</i>
<i>Peer evaluation x 2 (5% each)</i>	<i>10%</i>
<i>-One for the Entrepreneurship</i>	
<i>one for Business Model Canvas</i>	
Group Assignments	45%
<i>Team blogs x 8 (2.5% each)</i>	<i>20%</i>
<i>Business Model Canvas</i>	<i>25%</i>

**ASSIGNMENTS ARE DUE BEFORE CLASS, OR BEFORE NOON
IF THE DEADLINE IS NOT ON A DAY WHERE THE CLASS MEETS
PLEASE SUBMIT THROUGH CANVAS, LATE SUBMISSIONS WILL NOT BE ACCEPTED**

Memo of Introduction (MOI)

Due: Mon January 14

The purpose of this assignment is for you to let me know a bit about you are and what makes you tick. This will help me to tailor some of the course material to your interests and experiences, and is helpful in terms of just knowing who I'm talking to every Monday and Wednesday.

Your MOI should include (but need not be limited to):

- A bit about where you're from and how you ended up at Wharton
- Something interesting about yourself
- Entrepreneurship experience (let me know if you've worked for a startup or venture fund, if your family has a business, what it does, etc...)
- What you want to get out of this course

Submission Guidelines: About half a page: 12 point, times new roman font, 1 inch margins.

Team Blogs

Due: Every Wed, starting Jan 23

Reflecting the experiential nature of the class, I'm going to ask you and your team to blog every Wednesday (with a few exceptions noted on the Topics Outline, below) about the progress you're making with your venture. The idea is to reflect on how the readings, challenges, cases, lectures, etc, apply to your venture and how this is reflected in the progress that you're making.

Keep in mind, you don't need to limit your blogs to the last lecture/case/challenge, everything is in-bounds here – I just want to see that you're thinking about course concepts and moving forward with your venture idea. This will also provide you with a series of snapshots of your venture/learnings which you can refer back to over time.

Submission Guidelines: Post to your team's Blogger page. 500 words max.

Idea Analysis Blogs

Due: Every Mon, starting Jan 28

The second half of this class focuses on developing a business model canvas for a high potential venture. As a lead up to this, I want you to start thinking about your idea early in the class and begin tracking the industry that you're interested in entering so that you can hit the ground running in March.

The first of these blogs will cover the idea that you're interested in pursuing, providing an overview of the product/service, the need it addresses, and the feasibility of development.

After this, blogs will focus on identifying trends in the industry you are interested in entering. This will include identifying the key players, latest trends, investment patterns, etc... do your research!

Submission Guidelines: Post to your individual Blogger page. 500 words max.

Entrepreneurship Reflection Blog

Due: Wed, Feb 22

In a more expansive blog, you will individually analyze your individual and team experience in the Entrepreneurship exercise. Analysis will focus on lessons learned from the exercise, and your own strengths and opportunities for development as an entrepreneur. The goal of this assignment is to make sense of your entrepreneurial experience in the Entrepreneurship exercise and reflect on its meaning and implications for you personally as an entrepreneur.

Submission Guidelines: Post to your individual Blogger page. 1500 words max.

Final Business Model Canvas
Final Presentation
Peer Evaluation

Due: Fri. April 13
Mon. April 16 or Wed. April 18
Due: Mon. April 23

Details to be provided

Class Participation

Participation is a big part of effective learning, and I recognize that this can take a variety of forms. To this end, I'll give you a number of ways to get participation points. There is no need to do all of these to get a good mark, though you're certainly welcome to. These include:

1. **Attending class** – pretty basic.
2. **Participating in classroom discussions** – quality is important here; try to link your comments to the readings, relevant personal experiences, or previous class discussions.
3. **Written reflections on class discussions/readings** – a couple of paragraphs outlining your thoughts, insights, or connections with the venture that you're working on.
4. **Performance in ongoing challenges** – as a part of your team, you'll be participating in a variety of challenges over the semester. Do well, get participation points.
5. **Making money in the Entrepreneurship** – while profitability is not my primary concern in the Entrepreneurship, it is important and will be reflected in your participation score.
6. **Written comments to your peers** – each group will be presenting a number of times throughout the semester. If you want to write down some of your thoughts and send them to another team, cc' me and I'll give you get credit for it.
7. **Pre-class polls** – there will be polls before each session where we discuss a case (and for many others as well: I'll give you lots of notice).
8. **In person chat during office hours** – I always enjoy chatting entrepreneurship and bouncing ideas.

I don't follow a set method for quantifying participation. I'll make a note each time you do one of the above and how well you do it. At the end of the semester, everything will come together into a global assessment of your participation.

I'll give you monthly updates on which quartile you're currently in for participation and am happy to discuss options for getting your score up.

III. TOPICS OUTLINE AT A GLANCE – MGMT 230 Spring 2012, Prof. Wry

Session		Topic	Milestones	Blogs	
Nu.	Date			Ind.	Team
1	W. Jan 9	Introduction & Course Overview			
2	M. Jan 14	Skills for Startups: Creativity and Idea Generation	MOI due before class Entreprentice Team		
3	W. Jan 16	Entprentice Launch!	Idea Presentations		
	M. Jan 21	Martin Luther King Junior Day (No class)			
4	W. Jan 23	Challenge 1: Hypothesis testing		Y	Y
5	M. Jan 28	Skills for Startups: Opportunity evaluation			
6	W. Jan 30	Presentations and debrief- Challenge 1			Y
7	M. Feb 4	Challenge 2: Building Blockbuster Products		Y	
8	W. Feb 6	No Class: Teamwork Time			
9	M. Feb 11	Presentations and debrief - Challenge 2		Y	Y
10	W. Feb 13	Challenge 3: Generating Buzz			
11	M. Feb 18	Skills for Startups: Pitching		Y	
12	W. Feb 21	Presentations and debrief - Challenge 3			Y
13	M. Feb 25	Final Entprentice Presentations!	Entprentice Ends – Feb 24, midnight		
14	W. Feb 27	Final Entprentice Presentations! Odds and Ends		Y	
March 2-10		Spring Term Break (No classes)			
15	M. Mar 11	Donation Ceremony and Social Entrepreneurship			
16	W. Mar 13	Venture-palooza!	Team Formation		
17	M. Mar 18	The Business Model Canvas			
18	W. Mar 20	Skills for Startups: Teambuilding			Y
19	M. Mar 25	Skills for Startups: Crafting and Assessing Business Models			
20	W. Mar 27	No Class: Teamwork Time			Y
21	M. April 1	Skills for Startups: MVP Analysis			
22	W. April 3	Skills for Startups: Funding - Crowdsourcing Guest Speaker:			Y
23	M. April 8	Skills for Startups: Funding Venture Capitalist panel			
24	W. April 10	Skills for Startups: Managing Growth			Y
25	M. April 15	No Class: Teamwork Time			
26	W. April 18	Business Model Canvas Presentations	Business Model Canvas Due		
27	M. April 23	Business Model Canvas Presentations			

