

MGMT 799/198: SPECIAL TOPICS IN ENTREPRENEURSHIP: SPECIALIZATION IS FOR INSECTS (.5 CU)

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The Wharton School of the University of Pennsylvania

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A human being should be able to change a diaper, plan an invasion, butcher a hog, conn a ship, design a building, write a sonnet, balance accounts, build a wall, set a bone, comfort the dying, take orders, give orders, cooperate, act alone, solve equations, analyze a new problem, pitch manure, program a computer, cook a tasty meal, fight efficiently, die gallantly. Specialization is for insects. -Robert Heinlein

PLEASE NOTE: This is a hands-on class, where you will be using the resources of Tangen Hall to build, prototype, and create products. Most classes will be in Tangen, which is a short walk from campus. You will also need to do some design work outside of class.

It is also an experimental class. Things may change!

I. OVERVIEW AND PROCEDURES

Designed both for students who are interested in entrepreneurship immediately, and those that want to develop a set of skills for the future, MGMT 799/198 is an experiential class designed to give you basic familiarity with a variety of approaches to launching a new ventures, and to build your own personal ability to launch new ventures. Building on the skills of Management 230/801, every week is built around an experience where you have to put learning into practice, combined with a mix of renowned guest lecturers offering expert advice. By the end of the class, you should have basic familiarity with what would be required to launch a business in multiple industry areas (services, hardware, retail, food, software) as well as producing a final project that highlights what you have learned.

As a way of integrating it all together, you will use everything from laser cutters to app building software to create a prototype boardgame. We will use concepts from Management 230/801 as we develop the final project.

Prerequisites: MGMT 239/801 strongly suggested

II. GRADING

The class is conducted in teams. You will be taught a variety of tools to help you manage your team, and offered chances at peer review and reflection. You will also develop a variety of prototypes in your teams. **Whether you succeed or fail in creating prototypes is not part of the grading criteria.**

III. Academic Honesty

Academic Honesty: **Under no circumstances should you pass off the work of another as your own.** That means that you must cite sources, and, if quoting a source, properly indicate which material is quoted and which is original work – never just copy and paste material from a source into a paper. Failure to properly attribute work will result in, at a minimum, a failing grade for an assignment

Research: Please note that I gather data from class for relevant research to improve entrepreneurial pedagogy. Any research will only present data that has been anonymized and aggregated. Some classes may be recorded for students who cannot make it. If you have any questions about this policy, do not hesitate to ask.

Management 799/198:: Descriptions

You can find optional readings expanding on these materials at my website at <http://www.startupinnovation.org/resources-and-readings/>.

Week 1: Introductions & Ideas

Lecture 1: Training Yourself to Be a Founder

This lecture will cover the psychology of founding, opportunity identification, and effectuation, as well as introducing the course.

Workshop 1: Project and Safety Introduction

We will discuss the primary project, building a board game and a companion app, and get a safety introduction to Tangen Hall.

Week 2: Building a Thing I: App Wireframing and Physical Prototyping

Workshop 2: Learn how to wireframe and prototype an app with hands-on guest lecturer Sarah Toms

Workshop 3: Learn how to paper test and build a physical prototype with hands-on guest lecturer

You are going to do in-person game design work with your teams. You will learn how to do paper prototyping and begin to plan for your laser cutter

Week 3: Building a Thing II: Food

Lecture 2: Steven Cook of CookNSolo (Zahav, etc.) on how to launch a restaurant business, how menus are crafted, etc. Cooking demo in the test kitchen

Workshop 4: Packaged food products using the test kitchen

Continue to work on your projects, developing the low-code app solution and preparing for laser cutting.

Week 4: Building a Thing III: Physical Goods

Workshop 5: Introduction to manufacturing techniques: Laser cutters, 3D printers, woodworking shop. Use the Maker Space to build a prototype

Workshop 6: Introduction to rapid testing. Use Maker Space to refine and test prototype

Finalize design of the game

Week 5: Building a Thing IV: Retail and Design

Lecturer 3: Waiting on Confirmation. Discussion of how to build and scale an online retail business

Workshop 7: Hands-on introduction to graph design and marketing.

Develop distribution plan. Do design and packaging work.

Week 6: Selling the Thing/Final Presentations

Lecture 4: How to Sell, How to Network *We will discuss the details of the sales process, and do a hands-on-introduction to selling.*

Final Presentations