



The Wharton School  
University of Pennsylvania

**MGMT 8010: Entrepreneurship (MBA)**  
Spring (Q3) 2024 [0.5 credit unit]

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**Professor Daniel Kim**  
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**Spring (Q3) 2024**  
**Mondays & Wednesdays**  
Section 001: 10:15 am–11:45 am, (TBD)  
Section 003: 1:45 pm–3:15 pm, (TBD)

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### Overview and Procedures

You may want to start a new venture upon graduation. Even more likely, you may find yourself launching a new venture as your career develops. You may find yourself working for an entrepreneur, funding entrepreneurs, or having to work with them. Or you may simply want to be more entrepreneurial in your own career. The purpose of Management 801 is to be helpful to you under any of these circumstances with a whirlwind tour of the many dimensions of new venture creation and growth. We will be concerned with issues that relate to conceptualizing, developing and managing successful new ventures.

As the entry level course in Entrepreneurial Management, MGMT 801 also serves a gateway for other courses that will allow you to further pursue your interests in specific entrepreneurship domains (e.g. venture capital investment) through Wharton Entrepreneurship.

The class is highly experiential and hands-on, combining interactive classroom sessions with a startup hackathon designed to familiarize you with the many dimensions of entrepreneurship. Most of the examples we discuss in class will relate to venture formation, but the underlying the interdisciplinary principles – drawn from applied economics and organizational behavior to strategy and finance – will also apply to entrepreneurship in corporate settings and to non-profit entrepreneurship.

### Grading

50% Class Participation  
35% Team Hackathon  
5% Individual Idea Assignment  
10% Individual Final Reflection Essay

## **Class Participation (50%)**

- 1) *Attendance and Participation (20%)*: You are expected to be present during class and well prepared to discuss the case studies and reading materials. Especially in an area like entrepreneurship, learning largely occurs through peer interaction, and accordingly, respect for your colleagues' comments will be expected at all times. Everyone is allowed 1 absence; each absence beyond this will result in a **reduction of 3 percentage points** in the total attendance score.
- 2) *Memos (30%)*: You will need to complete a *prep memo* and a *review memo* for each non-hackathon class session. These short memos are designed to help maximize your learning from this quarter-length course. *Prep memos are due at 9 PM the night before the next class. Review memos from the focal class are due at 9 PM the night before the next class.*

## **Individual Idea Assignment (5%)**

Each student will independently develop two startup ideas. For idea #1, explore newly patented technologies in our Penn ecosystem<sup>1</sup> and develop a startup idea (i.e., a commercial application) based on a chosen technology. For idea #2, identify a "pain point" that you or someone you know have experienced and develop a startup idea in response. Further details to be discussed in class and described on Canvas.

## **Team Hackathon (35%)**

For most of the class, you will work in a team (4-7 people) to test and develop a new venture idea. Ultimately, each team will present a final pitch deck that covers all key aspects of the venture towards the end of this course. This hackathon will contain 4 deliverables throughout the course (listed below):

### **Team-based Deliverables (must submit directly via Canvas):**

*The Hackathon Guide on Canvas provides specific instructions for each deliverable.*

1. *Team Registration (5%)*: Each team will register by listing its members and also briefly describe the venture such as the problem your team seeks to address.
2. *Customer and Problem Discovery (10%)*: This exercise will lead teams to gain first exposure to potential customers and begin hypothesis formation and testing.
3. *Entrepreneurial Strategy (10%)*: Each team will examine its unique competitive landscape and choose an entrepreneurial strategy.
4. *Final Pitch Deck (10%)*: To conclude the hackathon, each team will submit a final pitch deck – the final file to be used in the actual pitches during the last class. Again, the Hackathon Guide provides specific instructions along with the criteria used to evaluate the quality of the pitches.

### **Pitching & Team Formation**

During the hackathon kickoff, each student will pitch 1 idea that they are potentially interested in developing during the course. Based on these initial pitches, we will form teams during the

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<sup>1</sup> Browse Penn-owned technologies available for licensing here: <https://upenn.technologypublisher.com/>

session. Specific instructions for pitching and team formation will be provided during the prior class and on Canvas (“Hackathon Guide: Kickoff”).

### **Peer evaluation**

The individual grade on the group assignments will be weighted based on peer review. You will be asked to rate the contribution of each member of your team by assigning a percentage score that reflects their effort. Therefore, individual grades are likely to vary within each team.

### **Individual Final Reflection Essay (10%)**

In a short essay (no more than 500 words), please reflect on the two following prompts:

1. Discuss one key conceptual takeaway from this course, and why it’s important.
2. Reflect back on your pre-MBA work experience and answer the two following prompts:
  - (a) Provide an assessment of this organization’s need, then-current approach, and effectiveness in its approach (if any) to innovation and/or entrepreneurial process. Describe one core challenge the organization faces in this regard.
  - (b) Based on the takeaway insight(s) you highlighted in response to Question 1, devise and describe one concrete action this organization can apply to improve its approach to innovation and entrepreneurship.

## **Course Policy**

### **Course meals (optional)**

As a chance to connect outside class and get to know each other, I will be hosting a weekly lunch or dinner at a restaurant near campus. Each meal is capped at 6 students on a “first come, first served” basis. Sign-ups are available on Canvas under the *Calendar* tab.

### **Office hours**

Though I do not have set office hours, I welcome your questions and perspectives. Please find me before or after our class to chat.

### **Academic honesty**

There is a zero-tolerance policy for academic dishonesty. Cheating, plagiarism, or turning in another’s work as your own will result in a failing grade for the class. When using externally sourced ideas, be sure to properly cite the original work in your writing.

### **Moderate use of generative AI permitted**

You may use generative AI programs (e.g., tools like ChatGPT) to help generate ideas and brainstorm. However, you should note that the material generated by these programs may be inaccurate, incomplete, or otherwise problematic. Beware that use may also stifle your own independent thinking and creativity. You may not submit any work generated by an AI program as your own. If you include material generated by an AI program, it must be cited like any other reference material (with due consideration for the quality of the reference, which may be poor). Any plagiarism or other form of cheating will be dealt with severely under relevant Penn policies.

### **No mobile phones or laptops in class**

Please refrain from using your laptop computer or tablet in class as you will not need it for our classroom discussions. Research has shown that such devices reduce your own learning as well as that of other students as they get distracted. The only exception is the hackathon work session.

### **Course Outline**

All required readings, hackathon materials, and memo questions are posted on Canvas.

<b>Session</b>	<b>Date</b>	<b>Topic</b>	<b>Case study</b>	<b>Assignments due</b>
1	1/16	<b>Introduction &amp; Startup Ideas</b>		
2	1/18	<b>Startup Teams</b>	<i>Case Study:</i> Evan Williams	<ul style="list-style-type: none"><li>• Review memo</li><li>• Prep memo</li></ul>
3	1/23	<b>Hackathon: Kickoff* (Idea Pitches)</b>		<ul style="list-style-type: none"><li>• Review memo</li><li>• <b>Individual idea assignment</b></li></ul>
4	1/25	<b>Choosing Your Customer</b>		<ul style="list-style-type: none"><li>• Prep memo</li><li>• <b>Hackathon: Team registration</b></li></ul>
5	1/30	<b>Hypothesis Testing</b>	<i>Case Study:</i> Rent the Runway	<ul style="list-style-type: none"><li>• Review memo</li><li>• Prep memo</li></ul>
6	2/1	<b>Hackathon Work Session / Live Office Hours</b>		<ul style="list-style-type: none"><li>• Review memo</li></ul>
7	2/6	<b>Choosing Your Strategy</b>		<ul style="list-style-type: none"><li>• Prep memo</li><li>• <b>Hackathon: Customer discovery</b></li></ul>
8	2/8	<b>Venture Financing</b>		<ul style="list-style-type: none"><li>• Review memo</li><li>• Prep memo</li></ul>
9	2/13	<b>Scaling and Managing Growth</b>	<i>Case Study:</i> Beepi	<ul style="list-style-type: none"><li>• Review memo</li><li>• Prep memo</li><li>• <b>Hackathon: Entr. strategy</b></li></ul>
10	2/15	<b>Exits - IPOs and Acquisitions</b>		<ul style="list-style-type: none"><li>• Review memo</li><li>• Prep memo</li></ul>
11	2/20	<b>Hackathon: Team Presentations</b>		<ul style="list-style-type: none"><li>• Review memo</li><li>• <b>Hackathon: Final Pitch</b></li></ul>
12	2/22	<b>Corporate Entr. &amp; Wrap-up</b>		<ul style="list-style-type: none"><li>• Final reflection essay (due in one week)</li></ul>

\* This session will be held in Venture Lab (Tangen Hall, Room 708), rather than our normal classroom.

## Readings

### Session 2: Startup Teams

- *Book chapter*: “Chapter 1 – Founders” in *The Unicorn’s Shadow* by Ethan Mollick
- *Case study*: Evan Williams, HBS case 9-809-088

### Session 5: Hypothesis Testing

- *Case study*: Rent the Runway, HBS Case 9-812-077

### Session 8: Financing and Hiring

- *Book chapter*: “How to Raise Money” in *Venture Deals* by Brad Feld and Jason Mendelson
- *Book chapter*: “Chapter 5 – Growth” (**only pages 65-71**) in *The Unicorn’s Shadow* by Ethan Mollick

### Session 9: Scaling and Managing Growth

- *Case study*: Beepi, MIT Case

### Session 10: Exits – IPOs and Acquisitions

- *Book chapter*: “Harvest Time: Reaping What You’ve Sown” (**only pages 1-13**) in *Entrepreneur’s Toolkit*

### Session 12: Corporate Entrepreneurship

- *Podcast (OPTIONAL)*: “Darren Palmer on the EV Revolution,” Bloomberg Podcast: Masters of Business. <https://www.bloomberg.com/news/audio/2022-03-18/darren-palmer-on-the-ev-revolution-podcast>