

SAN JOSE STATE UNIVERSITY

BUSINESS3 196 – ENTREPRENEURSHIP LAB (E-LAB)

Spring 2009

I. COURSE INFORMATION		
<p>Instructor: Steve Bennet: Joined the San Jose State faculty in 2006 and has taught Entrepreneurial Finance (Business 173C), Corporate Finance (Business 170) and the new E-Lab course (Business 196). He is also on the Steering Committee of the Silicon Valley Center for Entrepreneurship (SVCE). Most of his time is spent in the new venture ecosystem as CFO and Investor in high growth start-up ventures. He earned an MBA from UCLA, a BS Economics from Wharton (University of Pennsylvania) and is a CPA.</p>		
Section Section 02	Class time Monday 18:00 – 20:45 pm	Class room BBC 123
Room: BT 954		Office hours: Monday 4:15 – 5:15
Phone: 650-739-0520		Fax: 707-202-2545
e-mail: bennet_s@cob.sjsu.edu * * if enrolled in the course, all email communication should be through Blackboard		Web: http://sjsu6.blackboard.com/webct/
II. COURSE DESCRIPTION		
<p>a. Course Overview: This course explores all facets of managing and growing a young, entrepreneurial organization, including building the team, sales, marketing, operations, and finance. It provides the opportunity to learn with practical internship and roundtables with entrepreneurs, venture capitalists, and others, in the new venture ecosystem.</p> <p>b. Prerequisites and selection criteria: Instructor approval required. One of the following courses (Bus 181, Bus 182, Bus 183, Bus 131D, Bus 173C) is recommended but not required.</p> <p>Acceptance into the course will be based on an application, resume, and interview. Since this will be a multi-disciplinary course, a variety of backgrounds, concentrations and experience of students will be sought. Students must be available to work on an internship with a company for 8 hours per week for 10 weeks during the semester.</p> <p>c. Course text and other reading material <i>Readings will be posted on Blackboard</i></p>		
III. STUDENT LEARNING OBJECTIVES FOR THE COURSE		
<p>One classic definition of entrepreneurship is “the relentless pursuit of opportunity without regard to resources currently controlled”. While case studies are valuable for analyzing decision making and effective management practices in entrepreneurial environments, there is no substitute for hands-on experience.</p> <p>This course will enable students to apply the academic knowledge gained from the entrepreneurship courses currently offered in finance, marketing, business plans, global and general entrepreneurship to real world experience. This course will offer students exposure to a career as an entrepreneur or with a start-up and help them decide whether or not it is a suitable career for them.</p> <p>By the end of this course, students should be able to:</p> <ul style="list-style-type: none"> • Apply concepts learned in entrepreneurship classes to the real world of business • Appreciate some of the challenges faced by start-ups • Gain an understanding of how entrepreneurs and small teams make decisions • Gain an insight into the organization culture of start-ups • Understand what role they would like to play in the start-up process • Improve their analytical, communication, and presentation skills 		

IV. COURSE REQUIREMENTS AND EVALUATION

The central element of the course is a 10-week individual internship in a company. Students will integrate experiences from placements in entrepreneurial companies with required readings, case discussions, and guest speakers. Students will have the opportunity to share their experiences and learn from classmates in other placements. The instructor will also hold one-on-one sessions with students to provide overall supervision and to assure that the student is integrating classroom learning with the internship experiences. Internships will be arranged by the fourth week of the semester. Students will get to review a list of internship opportunities and specify their preferred internship, but the companies will make the final selection. Some of the companies will present their business and internship projects at the second class session. While we will do our best to place all students in an internship opportunity of their choosing, there is no guarantee that we will be able to do so.

The course will be evaluated and graded on the basis of intermediate and final deliverables summarizing the company project or internship, the work completed by the student, and the academic, practical, and personal learning from it. Alternatively, if appropriate, the student could prepare a case study on the company.

V. GRADING:

Presentation #1	5
Presentation #2	10
Final Paper	20
Host Company Assessment	40
Class Participation	<u>25</u>
Total points available	<u>100</u>

The final grade for the course is based on the distribution above and follows a standard 100 percent scale.

VI. HOMEWORK/PARTICIPATION

Assignments will be posted on Blackboard

VII. CLASS ETIQUETTE and OTHER REQUIREMENTS

Since we are preparing you to be successful in the business world, this class will be conducted in accordance with good professional behavior. You will be expected to arrive in class on time and be prepared to participate in case study discussions and ask questions to our guest speakers. As you will be representing yourself and San Jose State University, it is critical that you exhibit the highest level of professional behavior when you are at your internship. It will also be your responsibility to get a summary of any missed classes from another student. You should also email me in advance through Blackboard if you will not be able to attend a class or will need to arrive late or leave early.

Students are expected to adhere to COB Policies and Procedures.

Course Calendar:

MTG	Date	Topics/Speakers/Case Studies/Activities
1	1/26	Course Overview
2	2/2	Company Presentations (Internship Opportunities)
	2/9	Interviews with Companies - week of 2/9
	2/16	Internships begin – week of 2/16
3	2/18	SVCE Eminent Speaker Series – Ron Conway, Angel Investor Note: This is a Wednesday
4	3/2	One on One meetings with Professor
5	3/9	SVCE Eminent Speaker Series – Bootstrapping Panel
6	3/16	One on One Meetings with Professor
7	4/6	Student Internship Presentations #1
8	4/20	Entrepreneur/Investor Roundtable
	4/27	Internships end – week of 4/27
9	5/4	Student Internship Presentations #2
10	5/11	Student Internship Presentations #2
	5/18	Networking Event with Students and Entrepreneur Mentors Final Paper Due

NOTE: This schedule is subject to change. Any changes will be announced in class and on Blackboard.