

Business3 196 – Entrepreneurship Lab (E-Lab)

Spring 2010: Monday 18:00 – 20:45 PM
Room: TBD; Class Number: TBD

Application Deadline:

Completed applications should be emailed to Professor Bennet (bennet_s@cob.sjsu.edu). Applications received by December 10, 2009, will have priority. Applications will be accepted through January 22, 2010, but are subject to availability.

Course Description:

Entrepreneurship is best learned through hands-on experience. The Entrepreneurship Lab will enable students to apply the academic knowledge gained from the entrepreneurship courses currently offered to real life situations with early stage enterprises. E-Lab 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 a practical internship and roundtables with entrepreneurs, venture capitalists, and others, in the new venture ecosystem.

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. Students will be able to rank the internship opportunities by preference. 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.

Prerequisites and selection criteria:

It is recommended (but not required) that you have completed one of the following courses prior to the semester that you are applying:

Bus 131D: Marketing in New Ventures
Bus 173C: Small Business Finance
Bus 181: Introduction to Entrepreneurship
Bus 182: Business Plans
Bus 183: Global Entrepreneurship

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 a minimum of 8 hours per week for 10 weeks during the semester.

Instructor:

Steve Bennet joined the San Jose State faculty in 2006 and has taught Small Business/Entrepreneurial Finance (Business 173C) and Corporate Finance (Business 170). 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 of high growth start-up ventures. He earned an MBA from UCLA, a BS Economics from Wharton and is a CPA.