

Syllabus: Principles of Innovation and Entrepreneurship ENTR.3000.061 Fall 2024

Jack M Wilson, PhD, [[Jack M. Wilson](#)], Distinguished Professor Emeritus;

Office: Please request appointments for Zoom office hours at our mutual convenience.

Course Description-Catalog: ENTR.3000 Principles of Innovation and Entrepreneurship. This course is designed to help business and non-business students understand the importance of innovation and entrepreneurship in today's global economy and cultivate an entrepreneurial mindset among students in the Manning School of Business entrepreneurship concentration. It will cover different forms of entrepreneurship such as small businesses, growth ventures, corporate entrepreneurship and social entrepreneurship. The course will focus on the types of innovation, turning innovation into an ongoing new venture and on the entrepreneurial process. Innovation and entrepreneurship theories and concepts will be discussed with real life examples and cases. Requisite: Sophomore level or higher.

Key Dates:

- **Start:** September 4 -Course begins
- **Live Chat:** September 4 First live on line chat and then every Tuesday after at 8:00 pm.
- **Midterm Exam:** Week 5: 9/30-10-6 Take midterm Exam due by midnight on Sunday October 6.
- **Hybrid Business Plan Project:** Due November 3 by midnight at end of week 9.
- **Final Exam:** Week 10: Nov 4-10 - Exam must be finished and submitted by midnight Sunday Nov. 10

Course Overview: After successful completion of this course, students will:

- Understand and articulate the impact of innovation and entrepreneurship on community and economic development;
- Develop an awareness and understanding of entrepreneurship and the entrepreneurial process;
- Know the three models of entrepreneurial development: Causal, Effectual, and Lean Launchpad
- Integrate entrepreneurial thinking and problem-solving into their academic and professional aspirations;
- Articulate the different pathways to entrepreneurship including lifestyle businesses, high-tech/high growth entrepreneurship, corporate entrepreneurship and social entrepreneurship.

Required text: "Changing the World: Entrepreneurship" by Jack M. Wilson (CTWE)

This "Changing the World: Entrepreneurship" text may be found online on Blackboard each week and at:

<http://www.jackmwilson.net/Entrepreneurship/Principles/index.html> -

On Blackboard, the text chapters are opened week by week after you have finished each **Check Your Knowledge Quiz**, but you may read ahead in the text at the web link above. You **must finish the Quiz with 100%** before the next week's material will open. You may take it as many times as is necessary to get the 100% and open the following week's material.

How to read the materials: You are expected to read the assigned materials before each class. You will be quizzed on these materials using required quizzes on UML Blackboard. In order to pass to each next week, you will need to pass the Quiz with 100%, but you may repeat it as often as you need to do that.

Other reading material: During the semester we may discuss relevant articles from the *Economist*, *Wall Street Journal*, *Boston Globe*, *New York Times*, *Wired*, *Advertising Age*, *Entrepreneur*, *Inc.* and others. These articles will relate current events to the concepts taught in class.

Case Study Collection: <http://www.jackmwilson.net/Entrepreneurship/Cases/index.htm>

Other Entrepreneurship Resources: <http://www.jackmwilson.net/Entrepreneurship/>

Glossary of Useful Business Terms and Acronyms:

[<http://www.jackmwilson.net/Entrepreneurship/Cases/GlossaryOfTerms-Entrepreneurship.pdf>]

Prerequisites for the Course -There are no pre-requisites for this course other than sophomore standing.

The Schedule for the class can be found on the course link above and a summary schedule is at the end of this syllabus. Each "week" of this course typically begins on a Monday (12:00 AM ET), and ends on a Sunday (11:59 PM ET). The first week can be shorter.

Notice: Each week **will not open** until you pass the **"Check your Knowledge"** quiz from the previous week.

Check your knowledge quizzes – Each week you will be required to take a short quiz to check your knowledge of the weekly materials. This course takes the approach of "mastery learning." That means that you **must score 100%** on the *Check your knowledge quiz* before the material for the next week will become available. You may take the quiz as often as you need to until you get 100%. The best approach is to read the materials and then take the quiz. After you have submitted the answers, the quiz will be automatically graded. Review your answers. Reread the materials that you need to find the answers to the questions that you have missed. Then take the quiz again. The quizzes do not affect your final grade except that they control your progress through the course. (Remember that you can always read forward in the text materials by visiting my web site at:

<http://www.jackmwilson.net/Entrepreneurship/Principles/index.html>

Mail (Messages - Mail on the Course Menu) Mail should be reserved for private or personal issues. You may Mail me at any time, and I will try to respond within 24 hours during weekdays –longer on weekends and holidays. Please note that Blackboard works with its own internal mail system, which means all messages are sent, stored and read within your course, and not through your own external email. To access Mail, log on and go to your course, and click on the Mail tool on the course menu on the left side your screen. It is recommended that you check Mail at least once a day, so that you don't miss important course information.

Blackboard provides a convenient indicator if you have unread Mail waiting for you. Once you log into Blackboard, before clicking on a course link, if you look at the upper-left corner of your UML Online Learning page, you will see a "My Messages" area. If there is new mail waiting for you, they will show up there. You can simply click on the link and you will be brought directly into your course Mail system.

Chat (Blackboard Collaborate Web Conferencing - Chat on the Course Menu) Chat is voluntary, but I recommend it in order for you to get the most out of this course. It is a "real time" or "live-on-line" discussion of issues relating to the course. See schedule for times for Live Online Chat.

We will be using Blackboard Collaborate Web Conferencing for chat. It is an audio, video, and text-based chat tool. I will be using all 3 features. Feel free to turn on your mic and webcam if you have one, or, if you'd prefer, you can simply use your keyboard and chat in a text-based mode.

Note: A speaker and/or headset is recommended for chat, since I will be using my microphone during chat. The chat tool is activated by clicking on the Chat link in the Course Menu on the left side of your screen, and then enter the room by

clicking Join Room. Each chat session will be recorded (archived) for future reference. I recommend attempting to access the chat room prior to our scheduled chat session to get accustomed to how it works.

Chat room guidelines: • Please keep subject matter related to course material. • When you are "talking" to someone in particular, please begin your statement with that person's name, followed by a colon. For example, if you wanted to ask Jane Smith a question, your statement would look something like: "*Jane: what do you think about...*"

I will be recording our virtual course for the purposes of making course content available for all students. UMass Lowell recognizes the importance of mutual trust between students and faculty. Neither faculty nor students may record video or audio of a course or private conversation without all parties' consent. Massachusetts is a two-party consent state, which means it is illegal to record someone without their permission. Recordings of classroom lectures are the intellectual property of the instructor. Instructors have the right to prohibit audio and video recording of their lectures, unless the requesting student is registered with Disabilities Services and recording of class sessions is an approved accommodation. In addition, sharing of or selling recordings of classroom activity, discussions or lectures with any other person or medium without permission of the instructor is prohibited.

No profanity. If profanity or any other type of harassment takes place, you will automatically be prohibited from entering any course related chat rooms in the future.

Discussion Forums (Discussion Board on the Course Menu) We will use the Discussion Board for required (text based) discussion of questions that I will pose each week and for general questions that you may wish to ask.

Questions/Comments Forum: I have setup a default Questions/Comments discussion forum in the Discussion Board where you can post questions and/or comments throughout the semester. To access the forum, click on the Discussion Board link in the Course Menu and then the Questions/Comments forum.

I will be checking the Questions/Comments forum as often as I can during weekdays, and I will respond as needed. In general, I do not respond to individual comments. I want the students in the class to do that. I want to hear YOUR voices. Please do not use Mail/Messages for your questions (unless they are personal), because chances are, if you have a question related to Blackboard and/or the course material, someone else has the same question. Many students can benefit from your question, and subsequent answer. Also, feel free to respond to one another's questions. No need to wait for me!

Forum of the Week: Each week I will post a question or questions for you to respond to. In order to get full credit for the class participation component of this course, you need to respond to each question and are encouraged to comment on one another's postings. **These are graded and you need to make your own comment plus comment on one of the other classmates' posts in order to receive full credit.**

The "Forum of the Week" is a required element of the course. There is a total of 10 forums (1 each week). Posting to each of the weekly forums is worth 2 points towards your final course grade, which is worth 10 points (10%)s towards your final course grade. You will earn the full 2 points credit for each forum by posting at least 3 grammatically correct, complete, thoughtful sentences to the initial forum question (posted by me) and for making a comment upon another student's post. You should comment on the initial question, and you can reply to a fellow classmate's post. If you do not post your reply on time, you can still earn 0.5-1.0 points by replying within a week of the due date of the forum. After a week post due date, you will earn a zero as your forum credit for the week. The last five points will be subjectively awarded to recognize the overall quality of your postings -with 3 being average.

The Discussion Board is a great place to interact and to share information. All of you bring something valuable to the table. Let us make the most of this wonderful information sharing resource.

Grading:

Requirement	% Total
Exam 1	30%
Exam2	30%
Individual Paper	25%
Class Participation	15%
Total:	100%
Grading Scale	
94-100	A
90-93	A-
87-89	B+
84-86	B
80-83	B-
77-79	C+
74-76	C
70-73	C-
67-69	D+
64-66	D
0-63	F

Grading:
Your final course grade will be based on the following:

1. Exam 1 (30%)
2. Exam 2 (30%)
3. Individual paper and business model canvas analyzing a proposed business opportunity (25%)
4. Class participation on discussion boards(15%).
You **MUST** post your own comment and at least one comment on another classmate’s post.

Exams:
You will be expected to take two exams as laid out in the schedule and syllabus for the course. Each exam will consist of 25-50 questions that consist of multiple choice, matching, or true false questions. You will have 1.5 hour (90 minutes) to complete the tests. You cannot pause the test and must finish by 1.5 hours after starting. Both tests are taken online in Blackboard and will be graded automatically, but the results will not be available until after the due date. Like all course materials, the exam is released at 12:01 on Monday morning and is due by midnight of the following Sunday.

There is **no make-up** for either exam unless there are extraordinary and well documented reasons for missing.

Class Projects (Due end of week 9: -We will be using Blackboard's "Assignment drop box" tool to submit the Class Projects (Hybrid Business Plan). You will access the link to the exercises from the weekly folder in Week 9. The link will become available during that week and will be available until the cutoff date (1 week after the due date). You are to prepare a 6-page (guideline) project paper (summary business plan) that does an analysis of a potential new venture. This is to be a potential project in which title, problem, potential solution, target market, and competitors are presented. You may choose that on your own or interview potential entrepreneurs to obtain an idea. As part of that you will create a Business Model Canvas. I will be available for discussion of ideas. All papers are to be turned in electronically on the Blackboard system. Additional details are given on my website and in the "Start Here" section on Blackboard. The project is due by midnight on Sunday **at the end of week 9.**

This is not to be an analysis of an already established venture. This is an entrepreneurship course that focuses on planning **new ventures or planning significantly new directions for established ventures.** Many former students have done hybrid business plans for ventures that they are either planning or have launched recently. These include Smart Phone apps, security devices, restaurants, landscaping businesses, medical devices, exercise facilities, pharmaceuticals, and many other things. Some have done these business plans for ventures being launched by friends or colleagues. You

do not need to launch the venture, but you need to develop a realistic plan for launching a venture -even if that venture is hypothetical.

Use the text and the syllabus to prepare an analysis that covers everything such as opportunity recognition, feasibility, industry and competitor analysis, business model, legal issues, financial analysis, team selection, getting funding, marketing, intellectual property, and strategies for growth and overcoming challenges. Please follow the form shown at: <http://www.jackmwilson.net/Entrepreneurship/Principles/PIE-BusinessPlan-IndividualProject.pdf> . I also have an editable template for the Business Model Canvas at <http://www.jackmwilson.com/Entrepreneurship/Cases/BusinessModelCanvasBMC-Template.docx>

You may choose to do this for a hypothetical idea of your own, or you may work with other university affiliated groups to prepare a plan for one of their proposed ventures. One group that you should consider for ideas and information is the [Difference Makers](#) group. They provide links to resources that you might find helpful here: <https://www.uml.edu/Innovation-Entrepreneurship/DifferenceMaker/Idea-Challenge/resources/>

Essential Learning Outcomes (ELO): This course is intended to meet several essential learning outcomes. The first is “*Diversity and Cultural Awareness*” and is met through the study of a diverse set of entrepreneurs and discussion of case studies identifying obstacles that they faced and how they overcame them. A chapter on Globalization places E&I into a diverse global context. This will be evaluated through class participation and the tests. The second is the “*Written and Oral Communication*,” which is met through preparation of written and oral materials such as the individual project proposal and projects which must be presented in both written and oral form. All papers are to be turned in electronically in one of these formats as appropriate: PDF, DOC, DOCX, PPT, PPTX

Academic Integrity Policy -UMass Lowell students are expected to be honest and to respect ethical standards in meeting academic assignments and requirements. A student who cheats on an examination or assignment is subject to administrative dismissal. Please visit the [Academic Integrity](#) Web site for specific details regarding this policy.

Diversity, Inclusion, and Classroom Community Standards -UMass Lowell—and I personally—value human diversity in all its forms, whether expressed through race and ethnicity, culture, political and social views, religious and spiritual beliefs, language and geographic characteristics, gender, gender identities and sexual orientations, learning and physical abilities, age, and social or economic classes. Enrich yourself by practicing respect in your interactions, and enrich one another by expressing your point of view, knowing that diversity and individual differences are respected, appreciated, and recognized as a source of strength.

Student Disability Services -UMass Lowell students requiring academic accommodations should contact [Student Disability Services](#) for assistance

ENTR.3000 Principles of Innovation and Entrepreneurship -Fall 2024 - Jack M. Wilson

Schedule: -Subject to change at any time to be announced on the Blackboard system.

Live Chat **Wednesday 4 Sept and then each Tuesday evening at 8 pm beginning on 10 Sept.**

Week	Dates	Notes
1	9/4-9/8 Live Chat Wed	CTWE-Ch. 1- Meet Some Entrepreneurs CTWE-Ch. 2- Why Entrepreneurship matters
2	9/9-9/15 Live Chat Tue	CTWE-Ch.3 - Linc CTWE-Ch. 4- Recognizing Opportunities & Case: Linc Case -
3	9/16-9/22 Live Chat Tue	CTWE-Ch.5 - Social Entrepreneurship CTWE- Ch. 6- Business models &Case: Invisawear/Flare
4	9/23-9/29 Live Chat Tue	CTWE-Ch. 7- Lean Launchpad & Business Model Canvas & Case: Privo Tech CTWE-Ch. 8- Organizing, Planning, and Pitching
5	9/30-10/6 Live Chat Tue	CTWE-Ch. 9- Financing the venture - Exam 1 (Ch1-9) Due Sunday Case: FTX: Crypto Ethics and Legal
6	10/7-10/13 Live Chat Tue	CTWE- Ch. 10 Building your team Case: Google CTWE-Ch. 11- Needs, Pain, and Solutions Case: DailyWorth and Amanda Steinberg
7	10/14-10/20 Live Chat Tue	CTWE-Ch. 12- New Product Development CTWE-Ch. 13- Intellectual Property & Case: Theranos : From Billionaire to jail
8	10/21-10/27 Live Chat Tue	CTWE-Ch. 14- Marketing Case: John Pulichino and Joy Tong-Group III International
9	10/28-11/3 Live Chat Tue	CTWE-Ch. 15- Entrepreneurship is Global Case: Harish Hande-SELCO-India Term Project due midnight Sunday - end of week- Hybrid Bus. Plan
10	11/4-11/10 Live Chat Tue	Semester Review Sheet of complete Semester - Final Exam due by Sunday at midnight

Assigned reading assignments are from Wilson "**Changing the World: Entrepreneurship**" (CTWE) and are on Blackboard or may be found at: <http://www.jackmwilson.net/Entrepreneurship/Principles/index.html>

Key activities that you need to pay attention to in this course in order to get a good result.

Each week:

1. Read the assignments on the schedule and **syllabus**.
2. Answer the questions on the Blackboard "**Discussion Board**," and post at least one comment on a classmate's post.
3. Take the "**Check your knowledge**" quiz after doing the reading. You cannot go on to the next week until you pass this quiz with 100%. You may have to take it several times.
4. Each **Tuesday** will be a live on line "**Chat**" on Blackboard. It is designed to allow you to ask questions directly and to get an overview of the week. This is optional and not required. It is also recorded and can be viewed later.

Week 5: Mid-term Exam is given in week 5! Remember, in order to get to, and see, week five, you will have had to pass all the quizzes in the prior weeks!

Week 9: Individual Project Paper of a Hybrid Business Plan is due in week 9.

Week 10: Final Exam is taken in week 10.