

Discovering Entrepreneurship Syllabus

MS&E 77SI

Winter Quarter Course: 1 OR 2 Units, C/NC Only

Fridays 2:15-4:05PM

320-221

Instructors:

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Course Goals:

“There will come a time when big opportunities will be presented to you, and you’ve got to be in a position to take advantage of them.” – Sam Walton, founder of Wal-Mart Inc.

Entrepreneurship has been an important part of the culture at Stanford since the Professor Frederick Terman established the first programs to support student entrepreneurship in the 1930’s and 40’s. Today there is a wealth of resources available on campus, but navigating those resources is often quite difficult. Discovering Entrepreneurship is intended to be a solid introduction to the field of entrepreneurship, equipping students with the necessary skills for studying, learning about, or engaging in entrepreneurship.

In Discovering Entrepreneurship, you will learn about brainstorming innovative ideas, forming and leading a killer team, and negotiating the complex world of venture funding. Through in-class discussions, workshops, high profile guest speakers, and field trips, we will explore the common threads in entrepreneurship across industries like biotechnology, energy, IT, and social entrepreneurship.

Website and Emails:

Course website: <http://msande77.stanford.edu>

Class email list: discover-e@lists.stanford.edu (anyone in the class can post)

Homework submission: discover-e-hw@lists.stanford.edu

Corequisite:

MS&E 472: Entrepreneurial Thought Leaders Seminar

Wednesday 4:30-5:30pm

One of the best ways to learn about entrepreneurship is to hear from individuals and teams who have started, funded, and written about successful ventures. With this in mind, this class has the corequisite of MS&E 472: Entrepreneurial Thought Leaders Seminar, which features weekly guest speakers in different entrepreneurial roles in a variety of industries.

Application Process:

This course, like all Student Initiated Courses, is limited to 20 students. Because it is the only introductory class open to Freshmen and Sophomores, we expect more interest than spots.

- Enrollment preference goes to Freshmen and Sophomores, but upperclassmen will be welcome as space allows.
- We encourage students across a wide variety of majors and interests to apply.
- This is not a project class, but students interested in starting their own ventures are encouraged to apply.
- No experience is expected or required -- If you are willing to put in the effort, we want you.

We ask that you apply only if you can commit to registering for this course as we want to extend this opportunity to as many students as possible. When you submit your application, you are agreeing to enroll and actively participate in Discovering Entrepreneurship, abiding by the attendance policy and other expectations (detailed below).

Information Session: Wednesday, January 9 – 5:30pm

Applications Open: Wednesday, January 9

First Class: Friday, January 11 – 2:15-4:05pm

Applications Due: Sunday, January 13 - 11:59pm

Decisions By: Tuesday, January 15 – 5:00pm

Class Format:

- Each class session will begin with a discussion of the previous week's ETL speaker as well as an introduction to next week's speaker, company, and industry.
- The core content of each class will include discussions of readings, guest speakers, activities, and presentations of independently prepared materials. Each week, we'll focus on a different key aspect of entrepreneurship, detailed in the syllabus below.

Expectations and Grading:

Attendance is required for all class sessions and out of class activities (all dates and times provided on this syllabus). Most of the learning in this class will be through activities and from fabulous guest speakers. Thus, we expect you to attend every session—including the outside of class activities. We understand that illness or unforeseen circumstances can arise, so therefore you are allowed one excused absence. Additional absences will be tolerated only in the most extenuating circumstances.

Grading will be based on completion of all assignments with a passing grade, as well as preparedness for and participation in class. See the 'Grading and Assignments' section below for more details.

Last but not least, please show respect for your classmates, the instructors, and each of our many guest speakers. Everyone is donating their time to help with our class, and we ask you be cognizant of this when requesting their time.

Assignments and Workload:

Students will be expected to complete weekly reading assignments before the relevant class. We have made every effort to ensure each reading is valuable and relevant—our hope is that the reading for this class is something you look forward to rather than a chore. All readings for this course will be available online.

Some classes have specific assignments. We will expect a half page to page long writeup on the assignment topic from each student in the class. Assignments should be submitted in hard copy in class, and (this is important) emailed to discover-e-hw@lists.stanford.edu. Note that the syllabus below lists assignments with the class at which they are due, not when they are assigned.

The workload for this class will not be trivial, and you will find the more you put into the class the more you will get out. There will also be 2-3 required out of class activities, all scheduled at the beginning of the quarter. Please keep this in mind as you plan your quarter.

1 or 2 Units?

Two unit students, will be required to propose and complete a final project. You will work closely with the instructors and faculty sponsor to define and carry out the project.

Sample projects might include: basic research for a startup idea, interviewing entrepreneurs and documenting findings, writing a paper on an interesting aspect of entrepreneurship, compiling a list of entrepreneurship books with short reviews, producing a video compiled from Educators' Corner clips, etc. Final projects may be completed individually or as a group, but group projects will be expected to be greater in scope.

Instead of final projects, 1 unit students will form teams to compile their classmates' homework writeups into online class resources on brainstorming, funding sources, early 2008 startup profiles and entrepreneurship around the world.

If you are unsure of how many units you would like to take, remember you can change your registration on Axess until the add deadline.

Feedback:

This is your class. Let us know if you don't think we have spent enough time on something or if there are other topics you would like to cover. Catch us after class or send us a quick email to let us know how things are going.

Entrepreneurship is always changing—a great innovation may happen tomorrow! If you encounter any articles, websites, or other interesting news, please bring them in to share with the class.

| In Class | Assignment Due |
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| Week 1: Discovering Entrepreneurship (1/11) <ul style="list-style-type: none"> • Introductions • About the class • Expectations | Applications due Sunday 1/13/2008 |
| Week 2: What is Entrepreneurship? (1/18) <ul style="list-style-type: none"> • History of Entrepreneurship at Stanford and in Silicon Valley • Discussion: <i>The Art of the Start</i> • Guest Speaker: Tom Byers, STVP | Reading: Selection from Guy Kawasaki – <i>The Art of the Start</i> |
| Week 3: It's All About the Team – Leadership and Team Building (1/25) <ul style="list-style-type: none"> • Discussion: <i>Good teams and bad teams</i> • Activity: Form teams to work on fictional startup ideas • Guest Speaker: Mike Rothenberg, Bain & Company | Reading: <i>Colin Powell on Leadership</i> Reading: Selections from <i>The Leadership Challenge</i> |
| Week 4: Bring in the Whiteboard – Creativity and Entrepreneurial Ideas (2/1) <ul style="list-style-type: none"> • Discussion: <i>Brainstorming</i> • Capturing your ideas – Idea Logs • Guest Speaker and Creativity Workshop: Tina Seelig, STVP | Reading: Sutton – <i>Weird Ideas that Work</i> Reading: Kelley – <i>The Perfect Brainstorm</i> Reading: <i>Brainstorming Fundamentals – ME377 Handout</i> Assignment: Research brainstorming and be ready to tell the class about your favorite brainstorming technique (1/2 page paper) |
| Week 5: Industry Diversity – Biotech, Energy, IT, and Social Entrepreneurship (2/8) <ul style="list-style-type: none"> • Presentation of company profiles • Assign Final Project | Reading: Dees – <i>The Meaning of Social Entrepreneurship</i> Reading: <i>Clean Energy Trends 2007</i> |

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| <ul style="list-style-type: none"> • Activity: Final Project Brainstorming (using techniques from Week 2) | <p>Listen: <i>Lonnie Smith, Intuitive Surgical</i> Assignment: Company profile (1 page summary)</p> |
| <p>Week 6: Silicon Valley Field Trip (2/15)</p> <ul style="list-style-type: none"> • Silicon Valley Startup Tour • Attend Class Potluck Dinner 5:30-7:00pm – Discussion theme: <i>Common Threads of Entrepreneurship</i> | |
| <p>Week 7: Entrepreneurship Week (2/22)</p> <ul style="list-style-type: none"> • No Class • Attend E-Week Kickoff 4:00-6:00pm | |
| <p>Week 8: Entrepreneurship in New Markets and Entrepreneurship Abroad (2/29)</p> <ul style="list-style-type: none"> • Present Country Profiles • Guest Speaker: Tom Kosnik, STVP • Attend E-Week Finale 4:30-5:30pm | <p>Assignment: Choose a country and prepare a short profile of entrepreneurship in that country (1 page summary)</p> |
| <p>Week 9: Angels, VCs, and Bootstrapping – Venture Funding (3/7)</p> <ul style="list-style-type: none"> • Guest Speaker: Chi-Hua Chien, KPCB • Activity: How would we fund X? | <p>Reading: Selections from <i>The Monk and the Riddle</i> Assignment: Who’s Who in Startup Funding (1 page summary)</p> |
| <p>Week 10: Getting Involved (3/14)</p> <ul style="list-style-type: none"> • Final Project Presentations • Panel including: Mayfield Fellows Program Alumni, Entrepreneurship focused student groups, student entrepreneurs and MS&E faculty | <p>Final project writeup and presentation</p> |