

Course Syllabus

HEIP 143 (1 Credit): Foundations of Entrepreneurship and Innovation, FALL 2017 (AS OF 8/27)

Course Description

This course introduces foundational ideas and terms in entrepreneurship and innovation, with attention to developing students' understanding of cultivating a business in diverse, global environments; leading and collaborating in a competitive world; developing an entrepreneurial mind for an entrepreneurial world; and industry dynamics of technological innovation.

Course Objectives

The course objectives are to introduce foundational ideas and terms in entrepreneurship and innovation, with attention to developing students understanding of:

- Developing an entrepreneurial mind for an entrepreneurial world
- Cultivating a business in diverse, global environments
- Leading and collaborating in a competitive world
- Industry dynamics of technological innovation

Objectives will be measured and evaluated through the deliverables outlined in the "Grading" section of this syllabus.

Course Materials

- Drucker, Peter F. (2005) "Managing Oneself." Harvard Business Review. (Required. \$4.25. Please register and purchase via coursepack at: <http://cb.hbsp.harvard.edu/cbmp/access/66795135> (<http://cb.hbsp.harvard.edu/cbmp/access/66795135>.)
- Green, James V. (2015) "The Opportunity Analysis Canvas." CreateSpace. (**Required**. Note: we will continue to use this book in HEIP144. Kindle version available for \$4.99.)
- Ross, Emily & Holland, Angus (2005) "100 Great Businesses and the Minds Behind Them." Sourcebooks. (**Required**)
- Henson, Jim (2005) "It's Not Easy Being Green and Other Things to Consider." Hyperion. (**Suggested, copies available to borrow in EIP office. Amazon preview here:** <http://ter.ps/beinggreen> (<http://ter.ps/beinggreen>.)
- Additional articles, cases, corporate reports, and other materials as may be required.

Meeting Times & Location

Mondays 5:00-5:50 pm in Atlantic Building (ATL), Room 2324 <http://ter.ps/atlanticbldg>
(<http://ter.ps/atlanticbldg>)

We only meet for 50 minutes, so it is important that you please be on time.

Instructor and TAs

Jay A. Smith, MBA Director, Entrepreneurship & Innovation Program, La Plata Hall 1102,
jaysmith@umd.edu (<mailto:jaysmith@umd.edu>), Office hours by appointment/drop by

Teaching Assistants (TAs are assigned alphabetically by your last name):

(A-E) Amanda Hobgood Aerospace Engineering amandahobgood22@gmail.com

(F-L) Nathan Wagener Mechanical Engineering nwagener@terpmail.umd.edu

(M-R) Fiona Whitefield Public Health Sci.+Economics fkwhitefield@gmail.com

(S -Z) Joyce Zhou Operations+Supply Chain Mgt. joycezhou010@gmail.com

Teaching and Learning Style

The course will be lecture based and highly interactive. The course will include guest lectures by entrepreneurs and by faculty engaged in the study and practice of entrepreneurship. Students will also engage in a variety of team and individual activities and assignments both in and outside class time. Class attendance and participation is required. Students will be challenged to grasp concepts and relate them to other concepts presented. **CELLPHONE/LAPTOP/TABLET USE IS NOT ALLOWED IN CLASS unless required by instructor. DO NOT USE CELLPHONES DURING CLASS TIME.**

Grading

Attendance and Class Participation	10%	(100 points)
Social Media & EIP Connect	5%	(50 points)
Life Cards & INSTANT Impact	5%	(50 points, 25 points each)
2 Entrepreneurship Events	5%	(50 points, 25 points each)
Reflection Journal and Summary	10%	(100 points, 5 pts/entry +50 point summary)
Discussion Postings	10%	(100 points)

Gumball Challenge	15% (150 points)
Individual Assignments	20% (200 points, 50 points each)
Your Entrepreneurial Resume	10% (100 points)
Interview with an Entrepreneur	10% (100 points)

There are a total of 1,000 points. Your grade will be determined by dividing your total point by 10 to reach the 100 point scale. There will also be some extra credit opportunities during the semester. Extra credit points will be added manually to your score at the end and are on a 100 point scale.

- *Attendance and Class Participation* is defined by not simply being present, but being an active learner in the classroom. You are expected to come to class on-time and prepared and play an active role in the discussions that take place during class periods. The “Who Am I “Unannounced activities may be included in this section. See Attendance Policy for attendance details.
- *Social Media*. You will complete your LinkedIn profile and also join the linked in and Facebook EIP groups, and post one entrepreneurship/innovation related article to the Facebook group.
- Register at EIPconnect.umd.edu. This is the online database that we use to keep current information about students in our program. Once registered you will need to keep this information up-to-date as it is used for program communications, job/internship matching, and tracking coaching and mentoring. Make sure that the data is updated at least once prior to the end of the semester.
- *Life Cards*. Each student will create a business card-style “life card” illustrating their personal vision.
- *INSTANT Impact*. EIP is conducting an artistic project to capture a snapshot of innovation on campus and the impact of EIP students on our community and, eventually, the global community. *Instant Impact* chronicles the responses of EIP Freshman to the question – what will be your impact on campus, on the world? Instant photography portraits of students whereupon students inscribe their impact vision statement, thoughtfully crafted and constrained to border of a digital “Polaroid.”
- *Entrepreneurship/Innovation Events*. Attend at least 2 entrepreneurship/innovation events (or substitute with another by permission of instructor) and write a brief reflection on each. Many events will be shared in class or in the EIP Facebook and you may find others on your own. Please check with the instructor if you are not sure if an event would qualify. **EIP start-up subgroups do not count.**
- *Reflection Journal and Summary*. Guest speakers and activities are a significant part of the course and are meant in part to stimulate personal reflection. Each student is required to complete a brief (1 or 2 paragraphs) summary takeaway or respond to a specific question or prompt for each activity or speaker. Journal entries should be added to ELMS by the Thursday night after each class meeting. A final version, including the original entries plus a 2-3 paragraph thoughtful discussion of insights across the speakers, is due by December 14 at 12:59pm uploaded to ELMS.
- *Discussion Postings & Comments*. Each week you will be given a certain prompt, it could be a video or article or just a questions. You should respond with your thoughts and comments by the following Sunday at midnight. Our expectation for regular participation is at least 1-2 postings per week of approximately 100 words or more (or less if a relevant and significant point can be made with fewer

words). Meaningful interaction will include at least 1-2 thoughtful responses to other classmate postings each week. Postings are individual assignments responding to the assigned case and prompts.

- *Gumball Challenge*. This is a creative experiential team project in which you seek to create both economic and social value. Start with a \$27 loan and 27 gumballs. You have 7 days to create as much value as possible. In other words, you have to be entrepreneurial – to come up with innovative ways to transform your assets into something of greater value. Net proceeds (excludes original loan – to be returned) should be given to a local cause of your team’s choice or directed through social ventures and microfinance institutions such as Kiva.org, MyC4.com or GlobalGiving.org. Each team will be graded on three evenly weighted criteria: 1) Creativity and originality of idea 2) Value created in terms of economic return (ROI) and social good generated (e.g. use of proceeds) 3) Teamwork including how well you used the assets/skills of team members.
- *Individual Assignments*: Entrepreneurial thinking and written communication skills will be assessed through four individual exercises. Each exercise will require a 1-2 page single-spaced response to the prompt or question(s) posed unless otherwise stated. (See *Guidelines for All Assignments* section for more details.) ‘A’ papers will require thoughtful and clearly expressed responses.
- *Entrepreneurial Resume* - Design and complete your future resume for the year 2030. This assignment is meant to stimulate thinking about your desired educational, professional, and personal goals and plans for your future. You are encouraged to be creative and courageous in your vision. (1 page minimum and 2 page maximum).
- *Interview with an Entrepreneur* – By interviewing successful entrepreneurs we can learn about the mindset and attitudes that have helped them. You will ask a prescribed set of questions plus other questions you may have, note their responses and your thoughts on their responses. (2 pages)

Guidelines for All Course Assignments

The following guidelines apply to all assignments.

- All written assignments will be in 12 pt. font, Times New Roman, & single-spaced with 1” margins, with the exception of presentations that will be delivered using PowerPoint.
- References should be provided in APA format (see: www.lib.umd.edu/guides/citing_apa.html)
- Print and bring all assignments in hardcopy to class at the start of class on the due date.
- All written work must be submitted at the beginning of class on the date due. If you will not be in class on the due date your printed paper must still arrive by the time and date it is due. For example, a classmate may submit the paper on your behalf at the beginning of class. You may also turn in papers before the deadline. Late papers will not be accepted for grading.
- Do not exceed the page limit requirement as stated in each assignment.
- Assignments not meeting all of these guidelines will not be accepted.

Attendance Policy

University policy excuses the absences of students for illness (self or dependent), religious observances, participation in University activities at the request of university authorities, and compelling circumstances beyond the student's control. Students must request the excuse in writing and supply appropriate documentation, e.g., medical documentation. Students with written, excused absences are entitled to a makeup exam at a time mutually convenient for the instructor and student. For inclement weather, the course will adhere to the university schedule. Official closures and delays are announced on the campus website and snow phone line (301-405-SNOW) as well as local radio and TV.

The University of Maryland policy on religious observance states that students should not be penalized in any way for participation in religious observances and that, whenever feasible, they should be allowed to makeup academic assignments that are missed due to such absences. However, the student must personally hand the instructor a written notification of the projected absence within two weeks of the start of the semester. The request should not include travel time. It is the student's responsibility to inform the instructor of any intended absences for religious observances in advance and that prior notification is especially important in connection with final examinations, since failure to reschedule a final examination before the conclusion of the final examination period may result in loss of credits during the semester.

Complete UMD policy on excused absences is here:

<http://www.president.umd.edu/sites/president.umd.edu/files/documents/policies/V-1.00G.pdf>

Academic Integrity

The University is one of a small number of universities with a student-administered Honor Code and an Honor Pledge. The Code prohibits students from cheating on exams, plagiarizing papers, submitting the same paper for credit in two courses without authorization, buying papers, submitting fraudulent documents, and forging signatures. Compliance with the code is administered by the Student Honor Council, which strives to promote a "community of trust" on the College Park campus. Allegations of academic dishonesty should be reported directly to the Honor Council (314-8450) by any member of the campus community. For additional information, consult the Office of Student Conduct website. For a description of the University's definition of academic dishonesty and answers to frequently asked questions about the Code of Academic Integrity, consult the Student Honor Council's website. Course related student conduct and policy information is here: <http://www.ugst.umd.edu/courserelatedpolicies.html>

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Accommodations for Students with Disabilities

The University will provide appropriate accommodations for students with documented disabilities. In order to ascertain what accommodations may need to be provided, students with disabilities must inform faculty of their needs at the beginning of the semester.

Schedule

FULL SCHEDULE IS IN THE MODULES HERE: EACH CLASS MEETING IS ONE MODULE.

Notes:

- Schedule is subject to change during the semester.
- REFLECTIONS are *typically* due THURSDAY night after the event/speaker
- ASSIGNMENTS are *typically* due on the SUNDAY night at midnight

HOWEVER PLEASE PAY ATTENTION TO THE SPECIFIC ASSIGNMENT DUE DATES BELOW.

- Reflection Journal and Summary due Thursday December 14 at 11:59pm uploaded to ELMS.
- There is no final examination.

Course Summary:

Date	Details
Thu Aug 31, 2017	 REFLECT: on Ropes Challenge Course (https://umd.instructure.com/courses/1229669/assignments/4431783) due by 11:59pm
Sun Sep 3, 2017	 Extra Credit (1 point): Spotluck Reflection (Due 9/3) (https://umd.instructure.com/courses/1229669/assignments/4431768) due by 11:59pm
	 Week 1 Discussion Posting - Why EIP? (https://umd.instructure.com/courses/1229669/assignments/4465404) due by 11:59pm
Sun Sep 10, 2017	 DO: Individual Assignment - Survey-Who Am I? (https://umd.instructure.com/courses/1229669/assignments/4431762) due by 11:59pm
	 JOIN Facebook Group & Post an Article (https://umd.instructure.com/courses/1229669/assignments/4431770) due by 11:59pm
	 Week 2 Discussion Posting - What I'd Like to Share (https://umd.instructure.com/courses/1229669/assignments/4465406) due by 11:59pm

Date	Details	
Sun Sep 17, 2017	 LINKEDIN - Create your initial profile, join Honors/EIP linkedin group (https://umd.instructure.com/courses/1229669/assignments/4431771)	due by 11:59pm
	 Week 3 Discussion - How Do I...? (https://umd.instructure.com/courses/1229669/assignments/4496953)	due by 11:59pm
Mon Sep 18, 2017	 Complete: Entrepreneurial Mindset Survey (https://umd.instructure.com/courses/1229669/assignments/4500928)	due by 11:59pm
	 DO: Understanding a Great Business (https://umd.instructure.com/courses/1229669/assignments/4431764)	due by 11:59pm
Sun Sep 24, 2017	 EXTRA CREDIT: Upload 2017 Cohort T-Shirt Designs Here (voluntary/extra credit) by 9/24 (https://umd.instructure.com/courses/1229669/assignments/4431769)	due by 11:59pm
	 Week 4 Discussion (https://umd.instructure.com/courses/1229669/assignments/4496954)	due by 11:59pm
Mon Sep 25, 2017	 DO: Life Cards (https://umd.instructure.com/courses/1229669/assignments/4431760)	due by 12:59pm
	 PREPARE for Monday's Class (https://umd.instructure.com/courses/1229669/assignments/4505983)	due by 11:59pm
Sun Oct 1, 2017	 Week 5 Discussion - Discussing another great company (https://umd.instructure.com/courses/1229669/assignments/4504266)	due by 11:59pm
	 REFLECT: on Customer Discovery Experience (https://umd.instructure.com/courses/1229669/assignments/4431775)	due by 11:59pm
Fri Oct 6, 2017	 DO: Instant Impact (https://umd.instructure.com/courses/1229669/assignments/4431756)	due by 5pm
Sun Oct 8, 2017	 Week 6 Discussion - Customer Discovery Experience (https://umd.instructure.com/courses/1229669/assignments/4505985)	due by 11:59pm
	 REFLECT: on Dingman Pitch Exercise (https://umd.instructure.com/courses/1229669/assignments/4511067)	due by 11:59pm
Sun Oct 15, 2017	 ATTEND & REFLECT on Entrepreneurship Event 1 (https://umd.instructure.com/courses/1229669/assignments/4431747)	due by 11:59pm
	 Midterm Course Evaluation (https://umd.instructure.com/courses/1229669/assignments/4431772)	due by 11:59pm

Date	Details	
Thu Oct 19, 2017	 DO: Interim GBC Individual Reflection (https://umd.instructure.com/courses/1229669/assignments/4431757)	due by 11:59pm
	 REFLECT: on Erica Estrada-Liou's presentation (https://umd.instructure.com/courses/1229669/assignments/4431776)	due by 11:59pm
Mon Oct 23, 2017	 DO: Gumball Challenge Results Form (https://umd.instructure.com/courses/1229669/assignments/4431755)	due by 2pm
	 DO: Prepare & Upload GBC Team Presentation (Due 10/23) (https://umd.instructure.com/courses/1229669/assignments/4431761)	due by 2pm
Thu Oct 26, 2017	 REFLECT: on GBC Experience (https://umd.instructure.com/courses/1229669/assignments/4431777)	due by 11:59pm
Sun Oct 29, 2017	 Discussion Topic - Morals & Technology (https://umd.instructure.com/courses/1229669/assignments/4465413)	due by 11:59pm
	 DO: The World in 2030 (1st Individual Assignment) (https://umd.instructure.com/courses/1229669/assignments/4431763)	due by 11:59pm
Thu Nov 2, 2017	 REFLECT: Individual Reflection on 2030 Discussion Session (https://umd.instructure.com/courses/1229669/assignments/4431773)	due by 11:59pm
Sun Nov 5, 2017	 DO: Complete EIPConnect (https://umd.instructure.com/courses/1229669/assignments/4431753)	due by 11:59pm
Mon Nov 6, 2017	 WRITE: 1 Question about Sustainability for Guest Speaker Mark Stewart (https://umd.instructure.com/courses/1229669/assignments/4431784)	due by 3pm
	 Charity Receipt/Evidence of contribution (https://umd.instructure.com/courses/1229669/assignments/4431748)	due by 11:59pm
Thu Nov 9, 2017	 REFLECT: on Mark Stewart's Presentation (https://umd.instructure.com/courses/1229669/assignments/4431781)	due by 11:59pm
Sun Nov 12, 2017	 DO: Leaders and Leadership (https://umd.instructure.com/courses/1229669/assignments/4431759)	due by 11:59pm
Thu Nov 16, 2017	 REFLECT: on Leadership Discussion Session (https://umd.instructure.com/courses/1229669/assignments/4431779)	due by 11:59pm
	 Extra Credit; Reflect on Step Up Bystander Training (https://umd.instructure.com/courses/1229669/assignments/4465420)	due by 11:59pm
Fri Nov 17, 2017	 Course Evaluation (https://umd.instructure.com/courses/1229669/assignments/4431751)	due by 8pm

Date	Details	
Sun Nov 19, 2017	 Discussion Topic: - Leadership (Continued) (https://umd.instructure.com/courses/1229669/assignments/4465419)	due by 11:59pm
Sun Nov 26, 2017	 DO: Your 2030 Entrepreneurial Resume (https://umd.instructure.com/courses/1229669/assignments/4431765)	due by 11:59pm
Thu Nov 30, 2017	 REFLECT: on Guest Speaker(s) (https://umd.instructure.com/courses/1229669/assignments/4431778)	due by 11:59pm
Sun Dec 3, 2017	 Entrepreneurship Event 2 (https://umd.instructure.com/courses/1229669/assignments/4431766)	due by 11:59pm
Thu Dec 7, 2017	 Attend 1 additional Entrepreneurship Event for 1 Extra Credit Point (https://umd.instructure.com/courses/1229669/assignments/4431746)	due by 11:59pm
	 REFLECT: on Guest Speaker (https://umd.instructure.com/courses/1229669/assignments/4431782)	due by 11:59pm
Sun Dec 10, 2017	 DO: Interview with an Entrepreneur (https://umd.instructure.com/courses/1229669/assignments/4431758)	due by 11:59pm
Mon Dec 11, 2017	 Class Participation and Attendance (https://umd.instructure.com/courses/1229669/assignments/4431749)	due by 11:59pm
	 Course Evaluations (https://umd.instructure.com/courses/1229669/assignments/4431752)	due by 11:59pm
Tue Dec 12, 2017	 COMPLETE: Jung Typology Test (https://umd.instructure.com/courses/1229669/assignments/4431750)	due by 11:59pm
Thu Dec 14, 2017	 REFLECT: on Guest Speaker (https://umd.instructure.com/courses/1229669/assignments/4431774)	due by 11:59pm
	 START: Final Reflection Journal (https://umd.instructure.com/courses/1229669/assignments/4431754)	due by 11:59pm