

## Technological Entrepreneurship ENTR 5650 Spring 2021

[Jack M. Wilson](#) -

Course Schedule (Chat, optional, Tuesday Jan 26 and every Tuesday at 9 pm)

Each week you are to read the case studies and online reading assignments. Then you are to use Blackboard to respond to the questions for discussion and/or take a short multiple-choice test. There is no required text to purchase. All text materials are online. Failure to take the exams or turn in the final project Business Plan during the assigned week will result in a lowered grade or even failure in the course.

[\[Full Syllabus Here\]](#) [\[Link to text materials\]](#) [\[Link to Case list\]](#)

Wk	Date	Case Study	Assignment Topic
1	25 -31 Jan	<a href="#">Linc</a> : From research to company	1. <a href="#">Introduction</a> : Meet some entrepreneurs <a href="#">Linc-An Example of a Technology based Venture</a> (live chat starts <b>Jan 25 -Tuesday night at 9 pm</b> )
2	1 –7 Feb	<a href="#">Selco</a> Harish Hande- UML	2. <a href="#">Characteristics of entrepreneurs?</a> 3. <a href="#">How Opportunities are Generated and Recognized</a>
3	8 -14 Feb	<a href="#">CRISPR &amp; Google</a>	4. <a href="#">Protecting Intellectual Property</a> and 5. <a href="#">Building a Leadership Team</a>
4	15- 21-Feb	<a href="#">Konarka</a>	6. <a href="#">Analysis of initial feasibility</a> (The causal model and effectual model)
5	22 -28-Feb	<a href="#">Uber</a> & <a href="#">Privo</a>	7. <a href="#">Developing the Business Model</a> & 8. <a href="#">Business Canvas &amp; Lean Launchpad</a>
6	1 -7-Mar	<a href="#">Altaeros Energy</a>	9. <a href="#">Business Plans</a> - More formal planning the <b>midterm exam</b> covering weeks 1-5 <a href="#">[STUDY SHEET]</a>
7	8 -14 Mar	<a href="#">ZipCar</a>	10. <a href="#">Industry and competitor analysis</a> and 11. <a href="#">Fundamentals of marketing</a>
8	15 -21-Mar	<a href="#">Kickstarter</a>	12. <a href="#">Raising the funding</a>
9	22 -28-Mar	<a href="#">Theranos</a>	13. <a href="#">Ethics and Determining Legal Structures for a Business</a> (Business Plan & Elevator Pitch due <b>March 28</b> )
10	29 Mar- 4-Apr	<a href="#">Segway</a>	14. <a href="#">Projecting and reporting Financial Results</a> <b>Final Exam</b>