GEB 5516 Technological Entrepreneurship
- Syllabus -
Spring, 2012
Thursday Evenings, 6 pm – 8:50 pm
The Harris Corporation Engineering Center (HEC)
Room 0119

INSTRUCTOR
Professor Thomas O’Neal, PhD
Associate Vice President for Research & Commercialization
University of Central Florida
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Objective:

The course introduces and examines the fundamentals of Technological Entrepreneurship including Commercialization and Business Venture Creation. This recent global phenomenon has driven vital changes in society by empowering individuals to seek opportunities by engaging in technological and related business solutions.

“Starting a new venture is a process that begins long before the business ever opens its doors. That process is rarely linear but rather a more iterative—even chaotic—process; however, the entrepreneurial process does have direction“

- Kathleen R. Allen -

Text Book:

Publisher: South-Western College Publications; 5 edition (February 1, 2008)

(ISBN-10: 0547014562)

Text Book Website:
http://college.cengage.com/business/allen/launching/5e/student_home.html

Class Website:
Our class website for this course is http://oneal.research.ucf.edu/ and will be used for all types of class content and information including any changes in assignments, lectures and schedules. Lecture slides for upcoming classes will be uploaded by noon the day of class.
**Course Overview:**

Technological Entrepreneurship is an interactive class focused on learning and understanding **Leadership, Innovation, Commercialization and Entrepreneurship** and involves identifying high impact and high-potential commercial opportunities. The course focuses on gathering resources including talent and capital; and planning, executing and managing value, growth and wealth. This course is designed for those who seek to understand and engage in the entrepreneurial process. This course is relevant to a variety of disciplines including accounting, banking, engineering, finance, investment, management, marketing, science, technology and mathematics.

**The Text Book includes four major areas of study:**

- **Part One:** Opportunity
- **Part Two:** Feasibility
- **Part Three:** Planning
- **Part Four:** Growth and Change

**Course topics, materials and assignments include:**

- The Entrepreneurial Perspective
- Economics, Markets, Finance and Accounting
- Opportunity Recognition and Evaluation
- Planning and Gathering Resources
- Strategy, Execution and Managing Ventures
- Entrepreneurship and You
- Presentations and Public Speaking
- Technology, Trends and Trade
- Digital, Molecular and Physical Infrastructure Strategies

**Course work also includes:**

Teamwork
- Real-time strategy and decision making
- Managing change and chaos
- Evangelism, selling, negotiation, and motivation through influence and persuasion
- Oral and written communication
- Aspects of start-up financing, accounting and economics
**Additional Areas of Study and Discussion**

- Economics, Markets and Finance
- Creativity and Improvisation
- Ideas to Opportunities
- Intellectual Property, Valuations and Models
- Team Effectiveness
- Entrepreneurial Leadership
- Capital and Cash Flows
- Initial Public Offerings (IPO's)
- Mergers and Acquisitions (M&A)
- Value, Growth and Wealth

**Guest Lecturers:**

This course will also include visits from real life entrepreneurs and professional service providers that will come and share their stories and lessons learned and their views on relevant topics surrounding; “Entrepreneurial Perspectives of Today and Tomorrow.”

**You are expected to attend each class and prepare by:**

> Completing the assigned readings, homework, research and projects
> Coming to class ready to discuss the major concepts, topics and issues.

You will receive the greatest insight and understanding of the subject matter through class discussion, interaction and homework. You are expected to contribute (answer questions and ask questions) to class discussions. Failure to prepare or contribute to class discussions will negatively impact your grade. As part of class discussions and assignments, you will be required to participate in class groups. During most classes, discussion questions, cases, and other work will be assigned to groups and parts of the class will be devoted to group work.

>>> **Make Sure You Examine and Follow the Class Schedule <<<**

You are responsible for anything covered in class, whether present or not.

- It is imperative that you come to class well prepared –
  
  &
  
  - Actively participate during Lectures and Workshops -

  -- Be Prepared to Perform Research and Present Findings Every Class –

In-class research is required.

Therefore, bring laptops/devices to class to access the internet and the WWW.
Grades:

Your Final Grade will be based on the following elements:

- Class Participation
- Assignments, Exams and Quizzes
- Multiple Individual Projects and Presentations
- Multiple Group Projects and Presentations

**Class Participation (15%)**

You are expected to complete weekly class assessments. Additionally, class participation includes your on-time attendance, completion of assignments, class discussions, group involvement and feedback. If you are unable to attend a class, please inform the instructor in advance so your lack of attendance will not affect your final grade.

As previously stated, all students are required to submit a weekly class assessment which should contain the following items:

- What was the most important thing you learned today?
- How can you use the topic in better understanding your work area?
- What questions are uppermost in your mind as we conclude this class?
- If there was one thing the instructor could have done better during this class, what was it?

Weekly Class Assessments must be submitted
No later than the 2 p.m. the Tuesday following class.

Accordingly, you first class assessment is due 2p.m. Tuesday, January 17, 2012 and so on.

**Assignments, Exams and Quizzes (15 %)**

You are expected to complete all required readings and assignments. Homework assignments will be provided throughout the semester. Exams/Quizzes will occur throughout the semester. Continually visit the class website and pay attention to class news and announcements for assignments, quizzes, schedules changes and more.

Your Requirements to Pass GEB 5516 include 2 Major Deliverables:

1. **The Midterm (30%)**: The Elevator Pitch Presentation Project requirements include;

- Live-in-Class 2 minute Individual Presentation of your approved innovation/solution (your presentation may be videotaped)
- No multimedia will be permitted for the 2 minute individual presentation.
- You must meet with The UCF Venture Lab
- 3 page Executive Summary Report of your innovation
2. The Final (40%): A Technology and Commercialization Assessment Group Project of research and/or intellectual property approved/provided by Dr. O’Neal. The group project requirements include:

- Live-in Class 15 Minute Group Presentation of your results and conclusions (your presentation may be videotaped)
- Your Team must meet with The UCF Venture Lab
- Submission of Final PowerPoint presentation slides
- 10-15 page Executive Report

Report Format for Final Paper

Report Sections must include...
- Introduction and Summary
- Feasibility and Opportunity
- Customers, Products and Markets
- Business Models, Infrastructures and Cash Flows
- Financial Information, Management Team and Investment Requirements
- Conclusions and Recommendations

A Significant Part of Your Final Grade will be based on the composition, clarity and delivery of your work.

Office Hours and Assistance

Dr. O’Neal is available by appointment. In addition, The UCF Venture Lab Team and other Office of Research and Commercialization (ORC) resources are available to students. Keith Engh (keith.engh@ucf.edu), who will be assisting Dr. O’Neal, can also provide assistance and guidance. Finally, all student emails for Dr. O’Neal pertaining to GEB 5516, including questions, assignments, homework, reports and more should be sent to geb5516@ucf.edu.
**Some Useful Websites**


Florida Research and Economic Database; [http://fred.labormarketinfo.com/default.asp](http://fred.labormarketinfo.com/default.asp)

Small Business Administration; [http://www.sba.gov](http://www.sba.gov)

National Entrepreneur Center; [http://www.nationalec.org/](http://www.nationalec.org/)

The Kauffman Fondation; [http://www.kauffman.org/](http://www.kauffman.org/)


UCF Venture Lab; [http://venturelab.ucf.edu/resources.html](http://venturelab.ucf.edu/resources.html)

UCF Business Incubation Program; [http://www.incubator.ucf.edu/](http://www.incubator.ucf.edu/)

UCF Institute for Economic Competiveness; [http://www.bus.ucf.edu/hitec/index.shtm](http://www.bus.ucf.edu/hitec/index.shtm)


Elevator Pitch Examples; [http://www.yourbusiness.msnbc.com](http://www.yourbusiness.msnbc.com)


**Academic Honesty Policy:**

All students are expected to conduct themselves according to the academic behavior standards published in the UCF student handbook. Violations of the policy will be dealt with in the strictest manner.

**Confidentiality Policy:**

Throughout this course you will be exposed to proprietary information from other students, guest speakers, faculty and advisors. All such information is to be treated as confidential. By enrolling in this class, you agree to not disclose this information to any third parties without specific written permission from the provider of the information. You further agree not to utilize such proprietary information for your own personal commercial advantage or for the commercial advantage of any third party. Any breach of this policy will be interpreted as a violation of academic integrity and will be addressed as described in The Golden Rule. UCF, The College of Business Administration, the Office of Research and Commercialization and the Center for Entrepreneurship and Innovation disclaim any responsibility for the protection of intellectual property of students, guest speakers, faculty and advisors who are involved in entrepreneurship education, research and/or outreach activities.
# GEB 5516 Technological Entrepreneurship Semester Schedule

## Spring 2012

<table>
<thead>
<tr>
<th>DATE</th>
<th>The Weekly Agenda</th>
<th>Class Topics</th>
<th>Comments</th>
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<tbody>
<tr>
<td></td>
<td>Lectures &amp; Chapter Readings</td>
<td><em>The Beginning…&gt;&gt;&gt; Show Up &gt;&gt;&gt;</em></td>
<td><em>Stay Current on Your Reading Assignments</em></td>
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<tr>
<td>12-Jan-12</td>
<td>Kickoff &amp; Chapters 1 and 2</td>
<td>&quot;Getting Up For The Challenge&quot;</td>
<td>Be Prepared to Participate in Class and Perform</td>
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<td>Understanding Entrepreneur</td>
<td>Research in Class…Present Findings in Every</td>
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<td></td>
<td>Preparing for the Entrepreneur Journey</td>
<td>Class…<em>(Keep a Venture Journal)</em></td>
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<td><em>(Use the &quot;New Venture Checklist&quot; at the End of Every Chapter)</em></td>
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<tr>
<td>19-Jan-12</td>
<td>Chapter 7</td>
<td>Intellectual Property, Technology Transfer, Research and Deliverables, Websites, Databases, Content, Reports and Presentation Support</td>
<td><em>Bring your Laptops/Devices</em></td>
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<tr>
<td>26-Jan-12</td>
<td>Chapters 3 and 4</td>
<td>Recognizing and Creating Opportunity</td>
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<tr>
<td>2-Feb-12</td>
<td>Chapters 5 and 6</td>
<td>Conducting a Feasibility Analysis</td>
<td>Deadline to Submit Elevator Pitch Innovation</td>
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<td>9-Feb-12</td>
<td>Tech Assessment-I.P. Review</td>
<td>Analyzing Product/Service</td>
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<td>Chapters 8 and 9</td>
<td>Risks and Benefits</td>
<td><em>Submit Final Project Team Members</em></td>
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<td>16-Feb-12</td>
<td>Midterm Prep and Review</td>
<td>The Founding Team</td>
<td><em>Individual Reports Due (midterm requirement)</em></td>
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<td>Analyzing Start-up Financials</td>
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<tr>
<td>23-Feb-12</td>
<td>&quot;Elevator Pitches Begin&quot;</td>
<td>&quot;Elevator Pitches Begin&quot;</td>
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<td>1-Mar-12</td>
<td>&quot;Elevator Pitches Conclude&quot;</td>
<td>&quot;Elevator Pitches Conclude&quot;</td>
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<td>8-Mar-12</td>
<td><strong>SPRING BREAK</strong></td>
<td><strong>SPRING BREAK</strong></td>
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<tr>
<td>15-Mar-12</td>
<td>Chapters 10, 11 and 12</td>
<td>Building an Effective Business Plan</td>
<td><em>Deadline to Submit Final Group Project</em></td>
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<td>Legal Forms and Ethics and Responsibility</td>
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<td>22-Mar-12</td>
<td>Chapters 13 and 14</td>
<td>Designing an Entrepreneurial Organization</td>
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<td>Managing Operations</td>
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<tr>
<td>29-Mar-12</td>
<td>Chapters 15 and 16</td>
<td>Develop Entrepreneurial Marketing Plan</td>
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<td>Funding a Start-up Ventures</td>
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<tr>
<td>5-Apr-12</td>
<td>Chapters 17, 18 and 19</td>
<td>Funding a Rapidly Growing Venture</td>
<td>Final Project Progress Review and Discussions</td>
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<td>Growth and Change</td>
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<tr>
<td>12-Apr-12</td>
<td>Market/Industry Reviews</td>
<td>Workshop, Practice Runs, Recommendations</td>
<td><em>&quot;Finishing Touches&quot;</em></td>
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<tr>
<td>19-Apr-12</td>
<td>Final Group Presentations</td>
<td>Formal Business Presentations</td>
<td><em>All Group Executive Reports Due</em></td>
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<tr>
<td>26-Apr-12</td>
<td>Final Group Presentations</td>
<td>Formal Business Presentations</td>
<td><em>NOTE - Finals Week - Class begins at 7pm</em></td>
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(Schedule subject to change by Dr. O’Neal)