

ULT-UB.0039.01  
Entrepreneurship 2.0  
Spring 2014

Wednesdays, 6.30pm-9.15pm  
T-201

- Instructor Information:** Professor Greg Besner  
Office: Tisch, Room T-201  
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- Office Hours:** Wednesday: 5.15-6.15pm and by appointment
- TA:** Andrew Bryk  
Email: [ajbryk@gmail.com](mailto:ajbryk@gmail.com)
- Required Course Materials:** None
- Course Overview:** “Entrepreneurship 2.0” studies the process to launch and build a company. Technology and the Internet continue to accelerate rapid innovation that is disrupting most industries and creating many new ones. There has never been a better time to launch a business, and with so many relatively inexpensive technology tools available, most entrepreneurs today are entering markets with a lean, rapid and agile approach. Startups research their market, test their product early in the process, and use the real market feedback to improve, and then they repeat this loop until they have the best product-market fit.
- This course is pertinent for anyone who plans to manage any type of business regardless if you are planning to be an entrepreneur.
- Course Framework:** Entrepreneurship 2.0 will be taught by experienced entrepreneurs and investors presented in a collaborative classroom environment. Students will form startup teams to brainstorm business ideas. Each team will research business products and create a business summary to present to the class, and several guest observers.

**Method of Instruction:** The main components of instruction in the course include lectures, guest speakers (entrepreneurs and investors), student participation, and student teams each preparing a business summary to present.

**Grading Policy:** At NYU Stern, we strive to create courses that challenge students and meet the Stern standards of academic excellence. To ensure fairness and clarity of grading, the Stern faculty have agreed that for elective courses the individual instructor or department is responsible for determining reasonable grading guidelines.

I have elected to use the following grading guidelines for this course:

• Class Participation & Attendance	20%
• Team Dynamics & Peer Reviews	20%
• Business Summary (4 sections 10% each)	40%
• Business Presentation	<u>20%</u>
Total	100%

**Class Participation & Attendance 20%**

Since course materials are not required, attendance for each class is important and required. During each class we will review a key component of building your business summary. Learning in an entrepreneurship class depends heavily on your participation and interaction with your peers, guest speakers, and your professor. If you attend all classes and participate, you will achieve the full 20%.

**Team Dynamics & Peer Reviews 20%**

You will form teams composed of four students assuming that we have 40 total students, or a modified number on each team if our class size varies. You will be expected to have teams formed by the end of the second class. You should strive to create teams that are diverse in skills, experience and interest to be most effective. Do not limit your team to close friends, CS students, etc. Also, a positive team culture is critical to achieve success. You should have mutual respect for each other, deliver agreed upon tasks, and contribute your fair share. I will observe the team dynamics, and you will also provide anonymous peer reviews as part of your grade for this section.

### **Business Summary 40%**

Teams will complete four sections of a business summary:

- Section 1 (due week 3): Your team will name your venture, present your team members and biographies, describe your business mission, vision, and the problem/opportunity that you are addressing (This should consist of 3-4 PowerPoint or Keynote slides).
- Section 2 (due week 4): Your team will prepare a description of the product/service, (the solution) and the business model (how do you charge fees, sales, marketing, distribution channels, etc.); (This should consist of 3-4 PowerPoint or Keynote slides).
- Section 3 (due week 5): Your team will prepare a description of the market size and the competitive landscape (This should consist of 2 PowerPoint or Keynote slides).
- Section 4 (due week 6): Your team will prepare a description of how your product/service makes money and a financial model (This should consist of 2 PowerPoint or Keynote slides).

### **Business Presentation (20%)**

During the final class, each team will present its Business Summary to the class, several guest observers, and me. Your final business presentation can be limited to the 10-12 pages that you created during the prior classes, including any edits that you chose to make, but you are also permitted to add an appendix, screenshots, product prototypes, or any other supporting materials that you feel will make your presentation more compelling. Note that each presentation will be a maximum of 10 minutes, so you should factor in the time limit when compiling your final presentation. You are strongly encouraged to have each member of your team fully participate in the presentation.

Each team should plan to meet with me at some point during the weekly Office Hours to discuss any topics or to answer any questions specific to your business summary and presentation. Attending Office Hours is not required or graded, but its encouraged.

**Course Syllabus:**

I've prepared a Syllabus Summary that you will find posted in the course Syllabus folder.