

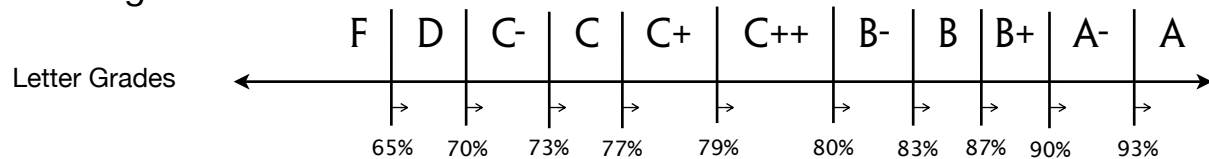
Technology Entrepreneurship

ITS 440 • Fall 2010

-Background

When	Thursday evenings 6:30pm through 9:15pm	
Where	Lowell Thomas, room 132	
Required Text	<i>Founders at Work</i> by Jessica Livingston - ISBN 1-59059-714-1	
Optional Text	<i>Technology Strategy for Managers and Entrepreneurs</i> by Scott Shane ISBN 0-13-187932-4	
Web Site	labouseur.com/courses/techent/	
Instructor	Alan G. Labouseur LT 101 (office hours posted)	Alan.Labouseur@Marist.edu 845-575-3000 x2831 <i>Marist phone</i> 845-440-1102 <i>home office phone</i>

-Grading



You can earn up to 1000 points over the course of the semester, broken down over the following areas:	Pricing Models paper	15%	150 points - Pricing/Business models paper
	Case Study Analysis	15%	150 points - from <i>Founders at Work</i>
	Startup Advice Collecting	15%	150 points - from TWiST and other resources
	Brainstorming Contributions	10%	100 points - evaluated over the semester
	Team Draft Presentation	5%	50 points - draft angel presentation
	Team Final Presentation	30%	300 points - final angel presentation
	Attendance	5%	50 points - for consistently showing up
	Laziness Adjustment	3%	30 points - for not being lazy
Whining Adjustment	2%	20 points - for not whining	

-Objectives and Assessment

Assessment methods include assignments, quizzes, exams, discussions, presentations, and projects.

In this course, I hope that you will learn . . .

1. how companies develop new technology products and services.
2. ways to see new opportunities in existing markets.
3. how investors look at technology companies.
4. some insights to intellectual property, financing and legal issues.
5. that launching a startup and/or working for yourself is a viable and exciting alternative to joining a big company upon graduation.

Further, students will get practice in finding some answers for themselves.

Capable problem solvers never stop learning.

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-Proposed Schedule

#	Week	Topic	Required
1	2-Sep	Course background, expectations, plan, demos from last year Guest speaker: Les Neumann - Entrepreneurship in the Large	<i>Attention and Questions</i>
2	9-Sep	Semester assignments / Startup and tech news and discussion / Les debrief Brainstorming I : Business ideas round one.	<i>News and Ideas</i>
3	16-Sep	Startup and tech news and discussion Guest speaker: Frank Campagna - Life as an Entrepreneur	Pricing Model paper
4	23-Sep	Guest speaker: Pepper / Four Case presentations / Tech news and discussion Guest speaker debrief / Brainstorming II : Business ideas round two	Cases and more ideas
5	30-Sep	Startup and tech news and discussion Guest speaker: Susan Scanlon - HR and Hiring: Your key to startup success	<i>News, Ideas, and Questions</i>
6	7-Oct	Five Case presentations / Startup and tech news and discussion Form teams and refine each team's business idea / <i>GioWalker</i>	Cases and final ideas
7	14-Oct	Startup and tech news and discussion Guest speaker: Joanna Belbey - Marketing and the Startup Experience	<i>News, Ideas, and Questions</i>
8	21-Oct	Startup and tech news and discussion Guest speakers: Cappillino & Rothschild, LLP - Legal Issues for Startups	<i>News, Ideas, and Questions</i>
9	28-Oct	Guest speaker: Matt Bertolini - Professional Software Developer Investor presentation outline	<i>News, Ideas, and Questions</i>
10	4-Nov	Five Case presentations / Guest speaker Debrief: Putting it all together in an investor presentation	Cases
11	11-Nov	Present initial Investor Presentations to class / exchange feedback / refine financials with Guest speaker Kevin Callaghan	Startup Advice Lists / Draft 0.3
12	18-Nov	Present refined Investor Presentations to test audience and guest evaluators Howard Reis and Mary Ann Hoffmann / exchange feedback	Presentation Draft 0.5
13	25-Nov	<i>No class meeting - Thanksgiving</i>	<i>Appetite</i>
14	1-Dec	Almost-final Presentations at Faculty/Student Symposium and Holiday pseudo-Party in LT-125 from 12pm to 2pm	Presentation Draft 0.85
14	2-Dec	Review and improve almost-final Investor Presentations / work on financials Guest speakers: Bryan Welfel and CJ McGregor - Living a Startup Life	Presentation Draft 0.9
15	9-Dec	<i>Open date for rescheduling, catch up, or other activity.</i>	<i>Perfection</i>
16	16-Dec	Final Presentations in DY-113 from 6:30pm to 8:30pm	Final Presentations

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-Policies

Homework

All assignments must be handed in and/or uploaded at the beginning of class on the day they are due. If you're going to miss a class (which is, itself, a bad idea) arrange to submit your homework on schedule anyway.

Late Submissions

No assignments will be accepted late. Ever. The reason is that we may discuss some possible solutions in the class in which it's due. Discussion is an important part of the learning process, and once we cover the assignment in class, you clearly cannot hand it in after that.

Attendance and Communication

Students are expected to attend every class. Attendance may or may not be officially recorded, but it will always be noted, and I never forget. The official means of communication for this course will be in-class announcements. Missing class is no excuse for failure to act as required by these announcements.

Etiquette

Students are expected to be on-time for every class, return to class after breaks, and keep their cell phones turned off during class.

Appealing Grades

I have an appeals process to handle any questions you might have about fairness related to my grading of your work. I will address each and every one of your concerns. To that end, and in order to be fair and efficient, you must to write a letter of appeal if you want me to alter your grade.

Rules for Submitting an Appeal

- Appeals must be in the form of a neatly written letter.
- Appeals must be on a separate paper and stapled to the work in question.
- Every appeal (if there is more than one) requires its own paragraph.
- Appeals are due the next class period after the work is returned to you.
- Appeals must be very specific.
- Appeals must be content-based, not personal or emotional.
- Insufficient time is not a basis for an appeal.
- You must communicate what action you would like me to take, for instance give full credit, add points, etc.

This process empowers students, advances learning, and moves students toward academic maturity. As such, it benefits both the teacher and the student. Further, students are given a method to argue their points in an appropriate manner and explain their reasoning, while the teacher has an opportunity to learn whether or not he has understood students' reasoning.

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Taking Notes	You are expected to take notes in class. Note what we talk about in class: what I say, what you say, what others say. Everything covered in class or assigned as homework is fair game for tests and quizzes. I do not often (if ever) distribute notes, so you must take them on your own; it's part of the learning process. To that end, a good way to prepare for an exam is to rewrite your notes, thereby reinforcing and organizing the material.
Fire Alarms	Everybody must immediately evacuate the building when the fire alarm sounds. Do not use elevators during a fire alarm. Once outside, get to a safe distance from the building and do not re-enter until given the "all-clear" from the Fire Department or Security Officer. (Two fire drills are conducted each semester, so you have that to look forward to.)
Learning to Learn	Capable professionals know how to solve problems, even -- perhaps most especially -- in the absence of complete knowledge. This is a large part of what I want to teach you. To that end, I will encourage and at times require you to practice finding things out for yourself. There will be occasions when you need to look things up and find things out <i>on your own</i> to complete an assignment. This is an important skill, and one that will serve you for the rest of your life, so we might as well begin practicing it now.
Students with Disabilities	Any student requesting or wondering about accommodations based on a disability should see the fine folks at the Office of Special Services in Donnelley 226 and online at www.marist.edu/specialservices .
Safety and Security	<p><i>If you see something, say something.</i></p> <p>Report all emergencies or suspicious activity or persons to the Office of Safety and Security</p> <p style="text-align: center;">Emergency - x5555 or 845-575-5555 All Other Calls - x2282 Outside Line 845-471-1822 SNAP Escort Service - x 7627 (SNAP)</p> <p>All classrooms have a phone capable of calling Security in an emergency. The Building name and room number is posted on the inside of all classrooms. Tell Security your location and nature of the problem.</p> <p>Classrooms have door locks on the inside to prevent entry of intruders. (Do not use these to keep your professors out. They hate that.)</p> <p>Emergency Information placards have been placed in all classrooms close to the phone. Read them and note the evacuation routes.</p> <p>Close all doors as you leave.</p>

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Academic Honesty

As a part this class, I will uphold and **vigorously enforce** the general policies of this institution on academic honesty and plagiarism. All examinations, papers, projects, and homework assignments are subject to the usual standards of academic honesty as described in the Student Handbook and/or other related publications.

All work must be your own. Period. End of story. This applies to homework, tests, quizzes, projects... anything and everything you do for this class. You are free to use reference material (including but not limited to text books and example code or other resources you find in person or online) as a guide or for inspiration. But you must cite all your sources and make the proper references in your work. Further, you may not under any circumstances copy even the smallest part of those materials and present it as your own work. Any violation of this policy will result in immediate dismissal from the class with a failing grade. There will be no second chances.

Furthermore, I expect my students to behave in a manner appropriate to Computer Science and Information Technology professionals. Professional ethics **demand** that you embrace traditional “thou shall not cheat” behavior, and also that you soundly reject additional forms of dishonesty and abuse which are uniquely possible working with computers.

Remember: Allowing someone to copy your work is every bit as dishonest as copying someone else's, and will be treated just as harshly.

Any violation -- actual or perceived (in my sole discretion) -- of this Academic Honesty policy will result in one or more of the following actions in addition to any other forms of recourse available as specified by the Student Handbook:

- You will be ejected from the course with a failing grade.
- A letter will be sent to your department chair, your Dean, and the president of the college.
- And more. (And worse!)

The bottom line is that I expect you to conduct yourself as a person of integrity. This means that **plagiarism in any form is completely unacceptable**. You are soon-to-be a computing professional, and I encourage you to consult the ACM professional code of ethics. See www.acm.org/about/code-of-ethics.

See also <http://www.labouseur.com/courses/honesty>