
COURSE 580B: SPECIAL TOPICS IN BUSINESS - CREATIVE DESTRUCTION LAB

Program: BAEN580B
Course Outline

COURSE INFORMATION

Division: Entrepreneurship and Innovation Group

Term/period: 2019-W Term 1

Instructor: Darrell Kopke

Email: darrell.kopke@sauder.ubc.ca

Phone: 1.604.377.0747

Office hours: By appointment

Section number:

Class meeting times: Variable (see Schedule)

Course duration: Sept 2019 – Dec 2019

Classroom location: TBD

Pre-requisites:

Tutorials / labs: N/A

Course website: TBD

BRIEF COURSE DESCRIPTION

This course is designed to teach students about the formation, financing and management of massively scalable companies through a series of close interactions with early-stage technology companies and their potential seed investors (“the Fellows”). This course is suitable for students pursuing careers in strategy, innovation, entrepreneurship, entrepreneurial finance, new product development, and economic development policy. Due to the course’s special circumstances, which involve working closely with new companies seeking capital: 1) students are required to sign a non-disclosure agreement, 2) students must be flexible in their work schedule to accommodate meetings with ventures, and 3) interested students must apply to the course to be considered. Interested students should familiarize themselves with the Creative Destruction Lab and its various activities prior to applying for this course. You can find more information from our website at www.creativedestructionlab.com.

We apply basic economics and analytical tools developed in the Sauder curriculum to evaluate the size of markets, the attractiveness of industries, the financing options and valuation of early-stage companies, the sustainable competitive advantage of proposed strategies, the downside risks and upside potential of individual entrepreneurs, the business development and sales opportunities of the ventures, and their vision for their companies. Ultimately, students will support the expansion of real ventures who participate in the Creative Destruction Lab seed venture development program.

The course will consist of scheduled lectures, labs, and seminars as well as self-managed meetings with ventures. Lectures and workshops will teach students concepts that they will apply in their venture projects. Lab sessions will be open work sessions to liaise with Professors on these projects.

Note that this course will be co-taught alongside COMM 486W during the Fall semester (September – December 2019) in the same room with the same instructor. Please read this outline carefully. It is your responsibility to understand the contents of this outline and follow the instructions within.

COURSE 580B: SPECIAL TOPICS IN BUSINESS - CREATIVE DESTRUCTION LAB

Program: BAEN580B ***Course Outline***

COURSE GOALS & LEARNING OBJECTIVES

Upon successful completion of this course, students will have the knowledge and skills to:

1. Create a venture business development plan for start-ups.
2. Develop research plans for competitive analysis for real world companies.
3. Develop critical thinking from systematic enquiry regarding a venture's potential for success.
4. Evolve one's concise and effective business writing techniques.
5. Create a strategic plan for and in conjunction with actual start-ups.
6. Personal reflections: assess one's own learning style to make informed decisions about future academic and professional careers.

COURSE MATERIALS & REQUIREMENTS

Reading Materials: There is no formal textbook. Reading links are provided on the Slack channel where instructions will be provided on required and optional reading preparation. Each student is responsible for reviewing the reading ahead of class and should be prepared to discuss in class. Some readings may have fees attached for purchase.

Other Learning Resources: Course Website and Information Updates: The course will be supported in Canvas (enrolled students are automatically added to the Canvas Learning Management System course as per their timetable). Students should familiarize themselves with the course website and content, and expect to check back for updates through the term. Indeed, it should be a site you go to often to keep up with course prep information to submit assignments and get other guidance. You are automatically enrolled to receive BAEN 580B email notifications when course announcements are released. You may opt out of the automatic notifications by following the instructions at the bottom of any notification.

Technology Requirements: Laptops. Students are encouraged to bring laptops to class. Students will be asked to go online in individually or in small groups to undertake research and prepare for discussion. We will also use a dedicated Channel of an online discussion tool called Slack.

Activity Fees: N/A

COURSE 580B: SPECIAL TOPICS IN BUSINESS - CREATIVE DESTRUCTION LAB

Program: BAEN580B
Course Outline

ASSESSMENT SUMMARY

Detailed instructions for assignments will be posted on the website. Please see course website for all specific elements articulated in the outline. There are no exams in this course. 100% attendance is expected for lecture/workshop sessions.

Activity	Comm486W % Grade	Due Date
Assignment #1: Situational Analysis of 1 CDL-West Venture	25%	Sept 17th 10:00pm
Assignment #2: Venture Selection Rubric and Ranking	25%	Nov 1st 10:00pm
Assignment #3: Venture Session #1-2 Objective Project	25%	Dec 6th 10:00pm
Assignment #5: Reflection Paper	15%	Dec 9th 10:00pm
Participation	10%	
	100%	

ASSESSMENT DESCRIPTION

Individual Assignments – 90%

A key component of your ongoing development as a business-person is your ability to apply learned business tools and techniques for real life ventures. Although you are sometimes exposed to business theory, Creative Destruction Lab is not theoretical; it is applied business tools on actual start-ups. Throughout the Term you will work on assignments that apply your gained knowledge for the benefit of these ventures. Individual assignments total 90% of your final grade. Students who achieve grades less than 80% on assignments may have contact to CDL ventures withheld.

In-class Activities and Participation – 10%

Developing business professionalism means learning to actively listen, think critically, and effectively communicate ideas in groups and to work as a positive and productive contributor. Therefore, students are expected to read assigned materials and prepare for each class.

Participation is highly valued. Quality beats quantity. Verbal contributions that add value will be noted by the Professor. Participation in the course’s dedicated Slack channel counts toward your participation grade.

COURSE 580B: SPECIAL TOPICS IN BUSINESS - CREATIVE DESTRUCTION LAB

Program: BAEN580B
Course Outline

SCHEDULE

	DATE	CLASS TOPICS	TIME	HOURS
Lecture 1	Sat, September 7, 2019	Introduction and Competitive Market Analysis for Start Ups	9am – 12pm	3
Lecture 2	Sat, September 7, 2019	Research Tools for Start-ups	1pm – 4pm	3
Lecture 3	Sat, September 14, 2019	Venture Capital Assessment of Ventures	9am – 12pm	3
Lecture 4	Sat, September 14, 2019	Assessment Rubric Creation and Interview Prep	1pm – 4pm	3
Interview Day	Fri, September 20, 2019	Students to attend at least 4 hours, but welcome to attend full day.	4 hours during the day	4
Lecture 5	Sat, September 21, 2019	Venture Assessments	9am – 12pm	3
Lecture 6	Sat, September 21, 2019	Venture Assessments	1pm -4pm	3
Lecture 7	Mon, September 23, 2019	Venture Strategy	6pm – 9pm	3
Lecture 8	Mon October 7, 2019	Venture Business Development	6pm – 9pm	3
Lecture 9	Mon October 21, 2019	Intellectual Property	6pm – 9pm	3
Lecture 10	Mon, November 4, 2019	Founder's Qualities	6pm – 9pm	3
CDLSession #1	Wed/Thu, November 6-7, 2019	Students to attend a minimum of 4 hours across the 16 hours of these 2 days, but, so long as it does not conflict with other classes, they are welcome to attend for more.	4 hours during the two days	4

COURSE 580B: SPECIAL TOPICS IN BUSINESS - CREATIVE DESTRUCTION LAB

Program: BAEN580B
Course Outline

Lecture 11	Mon, November 18, 2019	Review and reflection	6pm – 9pm	3
------------	------------------------	-----------------------	-----------	---

KEY POLICIES

Attendance: As per RHL policy on Professionalism, Attendance and Behaviour, students are expected to attend 100% of their scheduled classes. Because of the unique nature of this course, students missing any of the required lectures or sessions may be subject to withdrawal from the course. Withdrawals, depending on timing, could result in a “W” or an “F” standing on a student’s transcript. Students must notify their instructors at the earliest opportunity if they are expected to miss a class due to illness. A medical note from a licensed, local doctor is required if more than 20% of scheduled classes for a course are missed due to illness. Students are required to notify the Student Experience Manager if they are absent from two or more classes due to illness.

Tardiness: As per RHL policy on Professionalism, Attendance and Behaviour, students are expected to arrive for classes and activities on time and fully prepared. Late arrivals may be refused entry at the discretion of the instructor or activity lead. Students arriving halfway through a scheduled class, or later, will be treated as absent for that class.

Electronic Devices: As per RHL policy on Professionalism, Attendance and Behaviour, laptops and other electronic devices (cellphones, tablets, personal technology, etc.) are not permitted in class unless required by the instructor for specific in-class activities or exercises. Cellphones and other personal electronic devices must be turned off during class and placed away from the desktop. Students who fail to abide by the RHL “lids down” policy will be asked to leave the room for the remainder of the class. Research has shown that multi-tasking on laptops in class has negative implications for the learning environment, including reducing student academic performance and the performance of those sitting around them.

ACADEMIC INTEGRITY

All UBC students are expected to behave as honest and responsible members of an academic community. Failure to follow appropriate policies, principles, rules and guidelines with respect to academic honesty at UBC may result in disciplinary action.

It is the student’s responsibility to review and uphold applicable standards of academic honesty. Instances of academic misconduct, such as cheating, plagiarism, resubmitting the same assignment, impersonating a candidate, or falsifying documents, will be strongly dealt with according to UBC’s procedures for Academic Misconduct. In addition to UBC’s Academic Misconduct procedures, students are responsible for reviewing and abiding by RHL’s policy on Academic Integrity.

STANDARD REFERENCE STYLE

The Robert H. Lee Graduate School uses American Psychological Association (APA) reference style as a standard. Please use this style to cite sources in your work unless directed to use a different style.

LATE ASSIGNMENTS

Late submissions will not be accepted and will receive a zero. This is a firm policy.

COURSE 580B: SPECIAL TOPICS IN BUSINESS - CREATIVE DESTRUCTION LAB

Program: BAEN580B
Course Outline

OTHER INFORMATION

CDL-West is Sauder School of Business' site for the Creative Destruction Lab, a seed venture development program for massively scalable technology companies. BAEN580B is an applied entrepreneurship course that integrates students into real start-ups who are entered into the CDL-West program. In fall of 2019, CDL-West will be hosting two streams, a general Prime stream of 25 ventures as well as a Health specialized stream of 25 ventures. BAEN580B is a September-December 2019 course taught alongside COMM486W (a BComm 3-credit undergraduate course taught between September-April) and will have students from across the university including non-Sauder students. MBAs would like to extend their participation in the CDL-West program beyond December 2019 may discuss this with the course Professor.

You must apply to gain admission into BAEN580B. In order to qualify, you must commit to attending all classes (see syllabus). This unique nature of this course requires commitment and self-management as the lectures are staggered and work with ventures is at their timing. We reserve the right to drop you from the course if you miss or skip classes.