

COURSE INFORMATION

Course title:	Topics in Entrepreneurship: Creative Destruction		
Lab Course code:	BAEN580B	Credits:	3
Session, term, period:	2020W Term 1	Class location:	Online
Section(s):		Class times:	Various (see schedule below)
Course duration:	Sept 12 – Dec 4, 2020	Pre-requisites:	N/A
Division:	Entrepreneurship	Co-requisites:	N/A
Program:	MBA, MEL, MHL, PhD		

INSTRUCTOR INFORMATION

Instructor:	Darrell Kopke	Office location:	HA338
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Course Manager:	Klaudia Budniak
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COURSE DESCRIPTION

The Creative Destruction Lab Venture Program is a 3-credit course in entrepreneurship in which students will work with the Creative Destruction Lab West (CDL-West) team to help emerging technology and science focused start-ups. Students will become familiar with the CDL-West companies and will have the opportunity to support with market analysis, customer development, financial analysis, and other core activities related to building early stage start-ups. Students will be provided with visibility into how venture capitalists and angel investors make investment decisions as well as best practices for strategy, business development, and fund raising for start-ups.

COURSE FORMAT

For the 2020W Term 1 semester, we will use Zoom to have our classes during the scheduled class times. The course will consist of scheduled lectures and workshops as well as self-managed meetings with ventures. Lectures and workshops will teach students concepts that they will apply in their venture projects. Note that this course will be co-taught alongside COMM486W during the Fall semester (September-December 2020) in the same 'Zoom' room with the same instructor. COMM 486W is a 6 Credit course taught over two semesters.

LEARNING OBJECTIVES

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

- Create a market entry plan for startups.
- Develop research plans for competitive analysis for real world companies.
- Develop critical thinking from systematic enquiry regarding a venture’s potential for success.
- Evolve one’s concise and effective business writing techniques.
- Create a strategic plan for and in conjunction with actual start-ups.

Personal reflections: assess one’s own learning style to make informed decisions about future academic and professional careers.

ASSESSMENTS

Summary

Component	% Grade	Due Date
Assignment #1: Situational Analysis of 1 CDL-West Venture	25%	Oct 2 nd 10:00pm
Assignment #2: Market Definition and Analysis	25%	Nov 6 th 10:00pm
Assignment #3: Venture Session #1-2 Objective Project	25%	Dec 1 st 10:00pm
Assignment #4: Reflection Paper	15%	Dec 4 th 10:00pm
Participation	10%	
	100%	

Details of Assessments

All assessments are individual assignments that combine research as well as reflection of in-lecture lessons. Requirements, standards, and exemplars are highlighted in the course lectures.

Assignment #1 is a two-page situational analysis of a CDL-West applicant venture in support of entry interviews.

Assignment #2 is a five-page strategic document suggesting a market entry strategy for a CDL-West participant venture.

Assignment #3 is defined based on the needs of CDL-West ventures as they take part in the program. Objectives are defined during the CDL-West session and students support ventures in the successful completion of the objectives.

Assignment #4 is a two-page reflection paper on lessons learned during the course.

Participation is measured based on in class value added discussion.

LEARNING MATERIALS

Required: Reading links are provided in the Canvas learning management system

Estimated cost of required materials: \$10

Additional materials recommended but not required: N/A

COURSE-SPECIFIC POLICIES AND RESOURCES

Missed or late assignments, and regrading of assessments

Assignments are due in the manner specified (either in this outline or otherwise in the relevant assignment outline) by the specified due date (Pacific Time and UBC server time). Late assignments will score zero; this is a firm policy. Note that scoring less than 80% on assignments may suspend access to venture Founders.

Academic Concessions

If extenuating circumstances arise, please contact the RHL Graduate School program office as early as reasonably possible, and submit an [Academic Concession Request & Declaration Form](#) <https://webforms.sauder.ubc.ca/academic-concession-rhlee>. If an academic concession is granted during the course, the student will be provided options by RHL, or by the instructor in consultation with RHL, per [UBC's policy on Academic Concession](#).

Other Course Policies and Resources

Preparation. Guidance on how to prepare for each class will be posted to the course website. It is each student's responsibility to understand what is required and to complete the necessary readings or other preparation that is directed. Instructions will typically involve a series of topics or questions and some suggested resources from which students can start their preparation.

Punctuality. On-time attendance is expected in classes. Late attendance will affect the participation grade. Punctuality is extremely important, as students who arrive late (or leave early) disturb all others. You should not leave the room during the class time unless there is a pressing reason to do so. Attendance alone does not earn you participation grades.

Professionalism. Professionalism is required both in business and in the classroom. What does it mean in a learning environment? Coming to class on time and being prepared for the topic at hand. Listening to and respecting others (Professors and peers). Giving 100% of your attention to the course. Not distracting others with private conversations or off topic behaviour. Students are expected to contribute during class discussions in order to enrich the learning experience for everyone. However, individual students should not monopolize or dominate discussions, precluding or intimidating others from contributing. When someone is talking, it is expected that everyone will listen and not hold parallel conversations. While casual attire is generally appropriate, students are expected to wear "business casual" attire when attending CDL-West sessions; i.e. no shorts or t-shirts.

POLICIES APPLICABLE TO COURSES IN THE ROBERT H. LEE GRADUATE SCHOOL

Attendance

Excepting extenuating circumstances, students are expected to attend 100% of their scheduled class hours. Absent students limit their own academic potential, and that of their classmates, and cause unnecessary disruption to the learning environment. Students **MUST** commit to attending lectures 1-5 as these are preparatory lectures for all assignments and interview week. Students missing more than 2 of the total scheduled class lectures for the course (including classes held during the add/drop period) without having received an academic concession will receive 0% on participation for the entire course. Additional missed classes may result in forced withdrawal from the course. Withdrawals, depending on timing, could result in a "W" or an "F" standing on the transcript.

Punctuality

Students are expected to arrive for classes and activities on time and fully prepared to engage. Late arrivals may be refused entry at the discretion of the instructor or activity lead. Students arriving later than halfway through a scheduled class will be treated as absent for that class.

Electronic Devices

During online lectures, students are not permitted to use any electronic devices other than the primary one used for attending the online lecture (e.g. laptop or desktop). Only Zoom should be open during the online lecture unless an instructor advises the use of another for an in-class activity. Feedback from students indicates that personal devices is the number one distraction from effective learning and participation in the online learning environment.

Citation Style

Please use the American Psychological Association (APA) reference style to cite your sources.

Details of the above policies and other RHL Policies are available at:

<http://www.calendar.ubc.ca/vancouver/index.cfm?tree=12,199,506,1625>

UNIVERSITY POLICIES AND RESOURCES

UBC provides resources to support student learning and to maintain healthy lifestyles but recognizes that sometimes crises arise and so there are additional resources to access including those for survivors of sexual violence. UBC values respect for the person and ideas of all members of the academic community. Harassment and discrimination are not tolerated nor is suppression of academic freedom. UBC provides appropriate accommodation for students with disabilities and for religious observances. UBC values academic honesty and students are expected to acknowledge the ideas generated by others and to uphold the highest academic standards in all of their actions. Details of the policies and how to access support are available on the UBC Senate website at <https://senate.ubc.ca/policies-resources-support-student-success>.

Academic Integrity

The academic enterprise is founded on honesty, civility, and integrity. As members of this enterprise, all students are expected to know, understand, and follow the codes of conduct regarding academic integrity. At the most basic level, this means submitting only original work done by you and acknowledging all sources of information or ideas and attributing them to others as required. This also means you should not cheat, copy, or mislead others about what is your work. Violations of academic integrity (i.e., misconduct) lead to the breakdown of the academic enterprise, and therefore serious consequences arise and harsh sanctions are imposed. For example, incidences of plagiarism or cheating may result in a mark of zero on the assignment or exam and more serious consequences may apply if the matter is referred to the President's Advisory Committee on Student Discipline. Careful records are kept in order to monitor and prevent recurrences.

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All materials of this course (course handouts, lecture slides, assessments, course readings, etc.) are the intellectual property of the instructor or licensed to be used in this course by the copyright owner. Redistribution of these materials by any means without permission of the copyright holder(s) constitutes a breach of copyright and may lead to academic discipline. Any lecture recordings are for the sole use of the instructor and students enrolled in the class. In no case may the lecture recording or part of the recording be used by students for any other purpose, either personal or commercial. Further, audio or video recording of classes are not permitted without the prior consent of the instructor.

ACKNOWLEDGEMENT

UBC's Point Grey Campus is located on the traditional, ancestral, and unceded territory of the xwməkwəyəm (Musqueam) people, who for millennia have passed on their culture, history, and traditions from one generation to the next on this site.

COURSE SCHEDULE

(Subject to change with class consultation)

LECTURE	DATE	TOPIC	TIME	ASSESSMENT
#1	Sat Sept 12	Introduction and Competitive Market Analysis for Start-Ups	9am - 12pm	
#2	Sat Sept 12	Venture Capital Assessment of Ventures	1pm - 4pm	
#3	Mon Sept 14	Assessment Rubric Creation and Interview Prep	6pm - 9pm	
	Sept 15-18	Interview Week	A minimum of 5 hrs of interviews	
#4	Sat Sept 26	Venture Assessments	9am - 12pm	
#5	Sat Sept 26	Research Tools for Start-ups	1pm - 4pm	Assignment #1: Oct 2nd 10:00pm
#6	Mon Oct 5	Venture Strategy	6pm - 9pm	
#7	Mon Oct 19	Venture Business Development	6pm - 9pm	
	Oct 28-29	CDL-West Session #1	Attend 5 hrs over two days	
#8	Mon Nov 2	Lessons from Session #1	6pm - 9pm	Assignment #2: Nov 6th 10:00pm

#9	Mon Nov 16	Intellectual Property	6pm - 9pm	
#10	Mon Nov 30	Founder's Qualities	6pm - 9pm	Assignment #3: Dec 1st 10:00pm Assignment #4: Dec 4th 10:00pm
End of BAEN 580B				