

COURSE INFORMATION

Course title:	Applied Methods in Technology Start-ups at Creative Destruction Lab		
Course code:	BAEN 580B [BAEN 509]	Credits:	3
Session, term, period:	2021W2 P5 and P6	Class location:	HA337
Section(s):	1	Class times:	Various (see schedule below)
Course duration:	Nov 1, 2021 – Feb 4, 2022	Pre-requisites:	None – application and full attendance required
Division:	Entrepreneurship	Co-requisites:	N/A
Program:	MBA, PhD		

INSTRUCTOR INFORMATION

Instructor:	Darrell Kopke		
Phone:	604-377-0747	Office location:	HA338
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Course Manager:	Samantha Peng		
Office hours:	By appointment		
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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 Vancouver (CDL-V) team to help emerging technology and science focused start-ups. Students will become familiar with the CDL-V companies and will have the opportunity to provide hands-on support to these company founders with market analysis, customer development, research, financial analysis, and/or 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

The course will consist of scheduled lectures and workshops as well as self-managed meetings with ventures and interviews with founders. Lectures and workshops will teach students concepts that they will apply in their venture projects. Students will have access to and will be encouraged to attend CDL-V virtual and in-person sessions in the form of volunteer support roles. Note that this course will be co-taught alongside COMM 489 (6 credits) during periods 5 and 6 (November-February) in the same room with the same instructor. COMM 489 is a 6 Credit course taught over two full semesters. MEL / MHLP students will be enrolled in a different section of BAEN 580B [BAEN 509] between September – December 2021. We encourage MBA students, if possible, to audit lectures and activities prior to November 2021.

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 #1/2: Assignment #1 & 2 Market Entry and Situational Analysis	25%	Nov 30 th 2021 10:00pm
Assignment #3: Venture Session #1-2 Objective Project	40%	Jan 11 th 2022 10:00pm
Assignment #4: Reflection Paper	25%	Jan 25 th 2022 10:00pm
Participation	10%	
	100%	

Details of Assessments

All assessments are individual assignments that combine research as well as reflection of in-lecture lessons. Some projects will require work with other students but will be handed in separately. Requirements, standards, and exemplars are highlighted in the course lectures.

- Assignment #1&2 is a five-page strategic document including a situational analysis and a market entry strategy for a CDL-V participant venture.
- Assignment #3 is defined based on the needs of CDL-V ventures as they take part in the program. Objectives are defined during the CDL-V 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.

Note that assignments that score less than 80% may be resubmitted after the Professor’s feedback. As quality of work has direct implications for actual operating ventures, students who score less than 80% may have their venture founder access denied and may not be able to work on venture projects. This will be at the Professor’s discretion.

LEARNING MATERIALS

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

Estimated cost of required materials: \$0

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](#). 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-V 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 missing more than 20% of the total scheduled class hours for a course (including classes held during the add/drop period) without having received an academic concession will be withdrawn from that course. Withdrawals, depending on timing, could result in a "W" or an "F" standing on the transcript.

COVID-19 Policies for Attendance & Academic Concessions:

If a student feels unwell, they should stay home and send a courtesy email to each impacted instructor and cc their program manager. The student should also submit an [Academic Concession Request & Declaration Form](#).

If a student suspects possible COVID-19 infection, they should use the BC Ministry of Health's [self-assessment tool](#), to help determine whether further assessment or testing for COVID-19 is recommended.

If a student is required to self-isolate (e.g., while waiting for test results), they should follow the steps above (stay home, email instructor(s) and program manager, submit an [Academic Concession Request & Declaration Form](#), and follow BC Health Guidance.

Students who are required to quarantine, should get in touch with their Program Manager to discuss the possibility of academic concessions for each impacted course. The Program Manager will work closely with your instructors to explore options for you to make up the missed learning.

COVID-19 Safety in the Classroom:

Masks: Masks are **required** for all indoor classes, as per the BC Public Health Officer orders. For our in-person meetings in this class, it is important that all of us feel as comfortable as possible engaging in class activities while sharing an indoor space. For the purposes of this order, the term "masks" refers to medical and non-medical masks that cover our noses and mouths. Masks are a primary tool to make it harder for COVID-19 to find a new host. You will need to wear a medical or non-medical mask for the duration of our class meetings, for your own protection, and the safety and comfort of everyone else in the class. You may be asked to remove your mask briefly for an ID check for an exam, but otherwise, your mask should cover your nose and mouth. Please do not eat in class. If you need to drink water/coffee/tea/etc, please keep your mask on between sips. Students who need special accommodation are asked to discuss this with the program office.

Seating in class: To reduce the risk of COVID-19 transmission, please sit in a consistent area of the classroom each day. This will minimize your contacts and will still allow for the pedagogical methods planned for this class to help your learning.

Visit the following website for the most recent updates regarding COVID-19 protocol on campus:
<https://students.ubc.ca/campus-life/returning-to-campus>

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

Devices such as laptops, tablets, and cell phones are not permitted to be used in class unless directed by the instructor for in-class activities. Students who do not follow the School's policy in this regard may be required to leave the room for the remainder of the class, so that they do not distract others. Research

shows that students' use of laptops in class has negative implications for the learning environment, including reducing their own grades and the grades of those sitting around them.

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>.

Respect for Equity, Diversity, and Inclusion

The UBC Sauder School of Business strives to promote an intellectual community that is enhanced by diversity along various dimensions including status as a First Nation, Metis, Inuit, or Indigenous person, race, ethnicity, gender identity, sexual orientation, religion, political beliefs, social class, and/or disability. It is critical that students from diverse backgrounds and perspectives be valued in and well-served by their courses. Furthermore, the diversity that students bring to the classroom should be viewed as a resource, benefit, and source of strength for your learning experience. It is expected that all students and members of our community conduct themselves with empathy and respect for others.

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.

Academic Freedom and Students Studying from Outside Canada

During this pandemic, the shift to online learning has greatly altered teaching and studying at UBC, including changes to health and safety considerations. Keep in mind that some UBC courses might cover topics that are censored or considered illegal by non-Canadian governments. This may include, but is not limited to, human rights, representative government, defamation, obscenity, gender or sexuality, and

historical or current geopolitical controversies. If you are a student living abroad, you will be subject to the laws of your local jurisdiction, and your local authorities might limit your access to course material or take punitive action against you. UBC is strongly committed to academic freedom, but has no control over foreign authorities (please visit <http://www.calendar.ubc.ca/vancouver/index.cfm?tree=3,33,86,0> for an articulation of the values of the University conveyed in the Senate Statement on Academic Freedom). Thus, we recognize that students will have legitimate reason to exercise caution in studying certain subjects. If you have concerns regarding your personal situation, consider postponing taking a course with manifest risks, until you are back on campus or reach out to your academic advisor to find substitute courses. For further information and support, please visit: <http://academic.ubc.ca/support-resources/freedom-expression>

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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 and could be subject to legal action. 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. Students may not share class Zoom links or invite others who are not registered to view sessions.

ACKNOWLEDGEMENT

UBC’s Point Grey Campus is located on the traditional, ancestral, and unceded territory of the xwməθkwəyəm (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 without consultation)

Given the late start of the full-time MBA program, this course is being offered in P5 and P6 rather than in P4 and P5 which more naturally falls within the CDL-V programming. As such, we encourage BAEN 509 students to audit lectures and CDL-V events during P5. The blue shaded cells below indicate recommended audited lectures and events that occur prior to the official course start. An optional make-up session is being offered on November 6th, 2021 for MBAs who have not been able to attend lectures prior to P5 or who would like extra support.

LECT.	DATE	TOPIC	TIME	ASSESSMENT
#1	Sat Sept 11 2021	Introduction and the Venture Capital Eco-System	9am - 12pm	
#2	Sat Sept 11 2021	Assessment of CDL Ventures & Prep For Interview Week	1pm - 4pm	
#3	Mon Sept 13 2021	Venture Strategy Part 1	6pm - 9pm	

	Tue Sept 14 - Fri Sept 24	Venture Interviews - Students requested to shadow at least 1 and participate in 2+	Various	
#4	Sat Sept 25 2021	Venture Assessments	9am - 12pm	
#5	Sat Sept 25 2021	Venture Strategy 2	1pm - 4pm	
#6	Mon Oct 4 2021	Intellectual Property	6pm - 9pm	
#7	Mon Oct 18 2021	Business Communication and Venture Business Development	6pm - 9pm	
	Oct 27-28 2021	CDL-Vancouver Session #1	Attend 5 hrs over two days	
#8	Mon Nov 1 2021	Lessons from Session #1	6pm - 9pm	
OPT	Sat Nov 6 2021	MBA Make Up Day	9am - 4pm	
#9	Mon Nov 15 2021	Financing Strategy and Pitch Decks	6pm - 9pm	
#10	Mon Nov 29 2021	Founder's Qualities	6pm - 9pm	Assignment #1 & 2 Market Entry and Situational Analysis (MBA only): Nov 30th 10:00pm
#11	Mon Jan 10 2022	Disruption	6pm - 9pm	Assignment #3 Venture Project (BCOM/ MBA only): Jan 11th 10:00pm
OPT	Jan 19-20 2022	Session #2	Attend 5 hrs over two days	
#12	Sat Jan 22 2022	Lessons from Session #2	9am - 12pm	
#13	Sat Jan 22 2022	Lab Session	1pm - 4pm	

#14	Mon Jan 24 2022	Performance Management for Entrepreneurs	6pm - 9pm	Assignment #4 Reflection Paper: (MBA only) Jan 25th 10:00pm
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