

### COURSE INFORMATION

Course title:	Applied Methods in Technology Start-ups at Creative Destruction Lab		
Course code:	BAEN 509	Credits:	3
Session, term, period:	2022W2	Class location:	HA337
Section(s):	N/A	Class times:	Various (see schedule below)
Course duration:	Sep 10, 2022 – Dec 2, 2022	Pre-requisites:	None – application and full attendance required
Division:	Entrepreneurship	Co-requisites:	N/A
Program:	MBA, PMBA, PhD, MEL, MHLP		

### INSTRUCTOR INFORMATION

Instructor:	Darrell Kopke		
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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 COMM489 (6 credits) between September – December, 2022 in the same room with the same instructor. COMM 489 is a 6 Credit course taught over two full 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-V Venture	25%	Sept 27 <sup>th</sup> 2022 10:00pm
Assignment #2: Market Definition and Analysis	25%	Oct 14 <sup>th</sup> 2022 10:00pm
Assignment #3: Venture Session #1-2 Objective Project	25%	Nov 29 <sup>th</sup> 2022 10:00pm
Assignment #4: Reflection Paper	15%	Dec 2 <sup>nd</sup> 2022 10:00pm
Participation	10%	
	100%	

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.

#### 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 is a two-page situational analysis of a CDL-V applicant venture in preparation for entry interviews.
- Assignment #2 is a four-page strategic document suggesting 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 and the students’ time at UBC.

- 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.

### *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>.

### *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)

LECT	DATE	TOPIC	TIME
#1	Sat Sept 10 2022	Introduction and the Venture Capital Ecosystem	9am - 12pm
#2	Sat Sept 10 2022	Assessment of CDL Ventures & Prep For Venture Interviews	1pm - 4pm
#3	Mon Sept 12 2022	Venture Strategy Part 1	6pm - 9pm
	Tue Sept 13 - Fri Sept 23	Venture Interviews - Students requested to shadow at least 1 and participate in 2+	Various
#4	Sat Sept 24 2022	Interview Week Debrief and Venture Assessments Debate	9am - 12pm
#5	Sat Sept 24 2022	Venture Strategy Part 2	1pm - 4pm
#6	Mon Oct 3 2022	Intellectual Property	6pm - 9pm

#7	Mon Oct 17 2022	Business Communication and Venture Business Development	6pm - 9pm
OPT	Oct 26-27 2022	CDL-Vancouver Session #1	Attend 5 hrs over two days
#8	Mon Oct 31 2022	Lessons from Session #1	6pm - 9pm
#9	Mon Nov 14 2022	Financing Strategy and Pitch Decks	6pm - 9pm
#10	Mon Nov 28 2022	Founder's Qualities	6pm - 9pm