

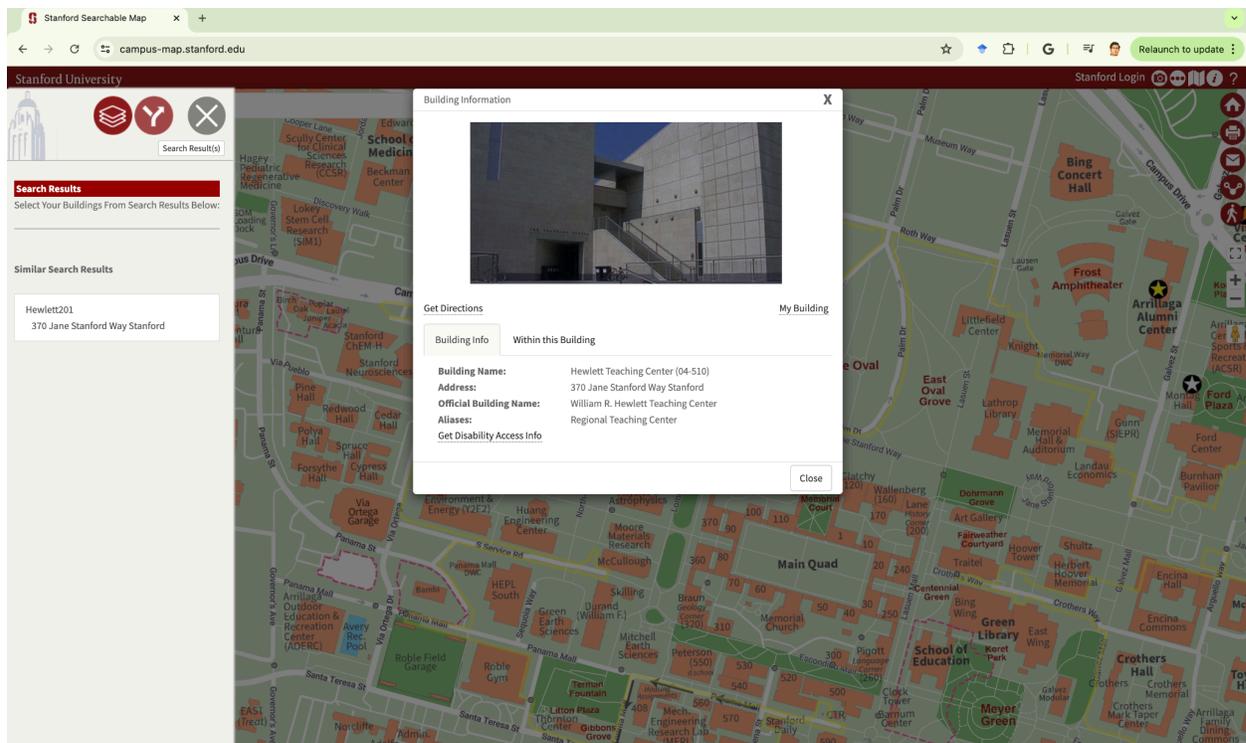
E145 Technology Entrepreneurship Course Syllabus

Time & Location

When: Tuesdays & Thursdays, 1:30 PM - 2:50 PM

Where: [Hewlett Teaching Center - Room 201](#): William R. Hewlett Teaching Center: 370 Jane Stanford Way, Stanford, CA 94305 (Please feel free to either use the hyperlink to the Stanford map or search “hewlett201” on the Stanford Map that opens with the location hyperlink if it doesn’t readily display the info of the class location when you click it – Google Maps should also be an option and should direct you to Shriram Center without any issues)

Here’s a screenshot of the info it should display just in case the map doesn’t end up working correctly: (better safe than sorry! :D)



Office Hours

Office Hours (all in PT): Sign up on [Google Sheets](#)

Note: You MUST access the google sheet (and generally, all course content) from your Stanford Google account (i.e. your official account). If you have issues, open an incognito browser and log in again using your @stanford.edu email.

Teaching Team

Course Leader:

Rebeca Hwang rebex@stanford.edu (650) 380-4518

Instructor for Session 2:

Pedram Mokrian pmokrian@gmail.com (650) 804-5129

Course Assistants:

<i>Name</i>	<i>Email</i>	<i>What should you email us for?</i>
<i>Shahab Mousavi (Head TA)</i>	ssmousav@stanford.edu	<i>General Enquiries + Attendance</i>
<i>Ziqian (Hazel) Wu</i>	ziqianwu@stanford.edu	<i>OAP I</i>
<i>Abhinav Jha</i>	ajha9@stanford.edu	<i>OAP II + Participation</i>
<i>Katharina Rohr</i>	karohr@stanford.edu	<i>PBP</i>

*Note: We want to create a frictionless experience for students. Therefore, for class matters, please email the Course Assistants (we generally reply faster than the instructors). Each Course Assistant has their area of expertise, so please email accordingly. As course assistants receive many emails in their inboxes too, please be **judicious and patient**.*

Admission

The course is generally full by the first day of classes and there is usually a waiting list. Attending the first lecture is **mandatory** to be admitted to the class. There may be a few students dropping out during the first week of classes, in which case students from the waiting list will be invited to join the class. If a registered student does not attend the first class, his/her spot will be given to somebody on the waiting list. Please be on time for the first class, and every class.

Immediately after the first class, send your resume to the teaching team (upload through Canvas). The teaching team uses resumes to get to know students better so we can make the course a better learning experience for everyone. The Google form will be used to facilitate team formation.

As auditors are expected to fully participate in the course and join a team, we will most likely not have auditors unless the waitlist completely empties. If you have further inquiries regarding admission to the course, please direct them to Shahab (one of the course assistants).

Course Objective

This course introduces the fundamentals of ***Technology Entrepreneurship***, pioneered in Silicon Valley and now spreading around the world. You will learn the process that technology entrepreneurs use to start companies, create new markets, and disrupt existing markets. It involves taking a technology idea and finding a high-potential commercial opportunity, gathering resources such as talent and capital, figuring out how to market and sell the idea, and managing rapid growth.

The class demonstrates the entrepreneurial mindset. When others see insurmountable problems, entrepreneurs look for opportunities in technology and business solutions. A ***technology entrepreneurship*** perspective is also a wonderful way of thinking in order to tackle new opportunities in *social entrepreneurship*. Social entrepreneurs are leaders of businesses with a social mission in addition to shareholder value, in for profit companies, government agencies, and Non-Governmental Organizations (NGOs).

Who is this Course For?

This course is designed for undergraduates (and coterminal Master's degree students) from all majors, including science, engineering, and humanities. Many students across a variety of majors want to learn about the entrepreneurial mindset and its key processes. The topics introduced in this course are relevant for future founders of new companies, as well as the future employees of startups, new product teams and new venture divisions of established companies, entrepreneurial government agencies, and NGOs.

How Do We Teach this Course?

This course provides you, the student, with the tools necessary to successfully identify a business opportunity, and to start, scale, and lead a technology startup. We accomplish this objective using lectures, workshops, and projects that cover high-growth ventures in a variety of industries.

What is the Overall Flow of this Course and What Will We Learn?

The course will meet twice a week for ten weeks. Details of the content for each week as well as assignments are provided in the [Course Calendar](#).

Disclaimer: The course calendar is subject to change and will be updated as we progress through the course, so please make sure to check it regularly and remain up to date with the schedule.

How Will You Learn in this Course?

Entrepreneurship is both an individual and team activity. Therefore, this course incorporates both individual and team efforts. You will form project teams early in the quarter and get together regularly to prepare for class discussion. We encourage you to build teams with both men and women, from a variety of majors, and from many countries around the world.

Each team will be required to complete two in-class presentations called an "Opportunity Analysis I" and an "Opportunity Analysis II." Opportunity Analysis I will be given midway through the course, and you will present the business opportunity using the Business Model Canvas, report on what you have learned so far, and what assumptions you will test on the Business Model Canvas to prepare for Opportunity Analysis II. In addition, each student will complete a "Personal Business Plan" using methods learned in the course.

Group discussion is encouraged in preparing for both the team and individual assignments. Note that learning to successfully manage group dynamics, including conflicts and roles, is a key educational component of the course.

Credit:

4 units. Letter grade or CR/NC.

Qualifies for the Technology in Society requirement for most majors in the School of Engineering.

Course Outline:

Here's a brief outline of the topics covered in chronological order (cf. [Course Calendar](#) for a more detailed view):

- Week #1: Leadership; Team Building; Opportunity Assessment;
- Week #2: Creativity & Idea Generation; Business Model; Product-Market Fit; Go-To-Market;
- Week #3: Customer Development; Pitching and Storytelling
- Week #4: **OAP I**; Personal Business Plan; Passion and Purpose
- Week #5: Ethics and Entrepreneurship; Innovation;
- Week #6: **PBP**; Growth and Scale; Business Objectives;
- Week #7: **OAP II**; The Silicon Valley Ecosystem; Venture Capital; Diversity in Tech
- Week #8: **OAP II (cont.)**; Course Wrap Up

Course Materials

Primary Reading

Byers, Thomas H., Richard C. Dorf & Andrew J. Nelson (2018) ***Technology Ventures: From Idea to Enterprise***, McGraw Hill, 5th Edition (ISBN numbers: 9781259875991, 9781260048490). They can be purchased or rented [here](#), [here](#) or [here](#).

It is acceptable that members in a team share one copy of the book, and renting is a more affordable option.

We will also be analyzing a case study: *Mount Everest – 1996*, by Michael A. Roberto and Gina M. Carioggia, published by Harvard Business Review. Please purchase a copy [here](#).

Policies

Students will be evaluated based on attendance and contribution to in-class discussions and sections, as well as timely completion of assigned readings, the two OAP in class presentations and the individual assignment Personal Business Plan. The teaching team will endeavor to create a supportive environment, where there is no penalty for taking a definite stance and expressing new ideas.

Administrative Information

There are only seven weeks in this course, barely the minimum necessary to cover the essentials of this topic. **Attendance in all Tuesday lectures are mandatory**, and an optional recitation will take place on Thursdays at noon (Main Quad 370-370) that we highly recommend partaking in so as to have more opportunities to interact with your classmates and revisit any concepts that were taught during the Tuesday lectures. Given that we only have 7 days when we meet as a full class, you **must attend all mandatory lectures to succeed in the class**. Absences will only be excused if there is written approval from an instructor or TA via email in advance of the lecture. If you anticipate missing any classes, unless you have a very good excuse like illness, death in the family, or attending a wedding, please consider not taking the course. Any unexcused absence causes a significant decrease in your course grade.

Handouts will be available on Coursework in the Materials Section. Important E145 assignments, announcements, and information are included in the

- ❑ [E145 Course Syllabus \(i.e. this document\)](#)
- ❑ [E145 Course Calendar](#)

which are both available in the Syllabus section of Canvas. Please read these assignments thoroughly, and never come to class without reading and completing that day's assignments.

Given the importance of class participation and its grading, we will do our best to get to know you quickly. Feel free to discuss the course and your learning progress with the teaching team at any time. The entire teaching team is available for questions you have about any issue. Feel free to see us before or after class or set up a meeting for office hours.

Given the pace of this course, we will do all that we can to use class time effectively and ask you to do the same. This includes starting and ending on time. The course assistants will take attendance in the first five minutes of the class (and sometime midway through the class) and we will end each class on time. Our distinguished guest instructors and speakers are assertive, successful, and articulate. They all have an

earnest desire to help you understand entrepreneurship, so do not hesitate to ask questions. To ask a question, simply raise your hand and please wait till you're called upon.

Grading Policy and Assignments

This course is available for letter grade only. See Policies for additional information. Grading will be determined using the following weighting system:

- Individual participation in class and attendance (20%)
- Individual Personal Business Plan or PBP (20%)
- Team Opportunity Analysis Project I (20%)
- Team Opportunity Analysis Project II (40%)

Notes:

1. *Attendance is mandatory at all sessions. Each person is allowed two absences for this quarter; no questions asked. After which, your grades will be affected. Note that the two absences (no questions asked) are there to account for normal emergencies (i.e. you become ill), so use them judiciously.*
2. *You will be evaluated on your participation in classroom discussions, which are a vital part of the course. We do not base the grade on the number of times you speak, but the quality of your questions and comments.*

Class Sessions

We encourage you to actively participate in class discussions, even if you are not comfortable talking in large groups. No opinion is held in disregard, and it is never our intention to embarrass anyone. Being punctual, present and prepared for our class sessions is an important part of contributing to the E145 learning community. Thanks for your commitment to the E145 class discussions.

Required Readings

All assigned readings are to be completed before the session. All E145 lectures, study questions and assignments assume a fundamental understanding of many concepts provided by the readings. Consequently, failure to keep up with the assignments will have an adverse effect on your grade.

Recommended Readings

Supplementary readings and videos are suggested that provide additional depth and richness for the topics considered each day. These readings are **not** required. While we hope that you will return to these readings as time permits, you are not expected to have completed the readings prior to class. As your time permits, we highly recommend skimming the recommended readings - an investment that we believe can be very rewarding.

Preparation Assignments

Unless stated otherwise, upload any team preparation assignments (OAP I, OAP II, Personal Business Plan) on Canvas by 9 PM PDT on the day the assignments are due. If there is a valid reason for missing a deadline, we will accept late assignments with some penalty.

Students with Disabilities

Students with documented disabilities: Students who may need academic accommodation based on the impact of a disability must initiate the request with the Student Disability Resource Center (SDRC) located within the Office of Accessible Education (OAE). SDRC staff will evaluate the request with required documentation, recommend reasonable accommodations, and prepare an Accommodation Letter for faculty dated in the current quarter in which the request is being made. Students should contact the SDRC as soon as possible since timely notice is needed to coordinate accommodations. The OAE is located at 563 Salvatierra Walk (phone: +1-650-723-1066).

Personal Profiles and Resumes

Please fill in [this Google Form](#) which can also be found on the Canvas Assignment section by 9 PM of the first Friday of the quarter (**Friday, June 28th @ 9 PM**). The teaching team uses personal profiles to get to know students better so we can make the course a better learning experience for everyone.

Please also submit your resumes on the Canvas Assignment section by 9 PM on the second Friday of the quarter (**Friday, July 5th @ 9 PM**).

We look forward to working with you!

Sincerely,

The E145 Teaching Team