

Economics 327 Scientific Ventures

Spring 2018

Room: Caudill Laboratories, Room 257B

Time: TR 11:00 am - 12:15 pm

Instructors: Lowry Caudill, Caudill Laboratories, Room 217, wlcaud@email.unc.edu

Gregory P. Copenhaver, Genome Science Building, Room 4161, gcopenhaver@bio.unc.edu

Teaching Assistant: Alex Requarth, arburke@live.unc.edu

Book: Peter Drucker, Innovation and Entrepreneurship

The objective of this course is to provide the necessary background and a collaborative environment in which students can form teams to produce business plans and presentations in the area of scientific entrepreneurship. The lectures and case materials will provide examples of scientific ventures and discussions of their successes and shortcomings. The grading in the course will be as follows:

Written assignments (20%). “Lessons Learned” written assignments will be collected each week. They are due for each lecture by the start of class the following week. These written assignments will be 1.5 pages double-spaced and submitted on Sakai.

Class participation (20%). Attendance and participation in the discussions of cases and other materials is expected. Class attendance grades will be assessed by the three instructors and will reflect participation as well as apparent preparation. Class attendance will also be monitored.

Project (60%). The primary graded activity for the course will be to form teams of 3 or 4 people who will develop a scientific or technical idea into a business plan. The final product will be a written business plan (25%) and a presentation to the class (25%). In addition, the functioning of the team will be assessed for another 10%.

Final. The written business plan (25%) component of the project will be considered the final exam for this course.

Diversity Statement. This course values the perspectives of individuals from all backgrounds reflecting the diversity of our students. We broadly define diversity to include race, gender identity, national origin, ethnicity, religion, social class, age, sexual orientation, political background, and physical and learning ability. We strive to make this classroom an inclusive space for all students.

Honor Code. Information, including your responsibilities as a student is outlined in the UNC Chapel Hill Instrument of Student Judicial Governance. Your full participation and observance of the Honor Code is expected. The group projects are collaborative and will be graded on a group basis. All other academic work in this course is to be your own work.

Syllabus Changes. This course is dynamic and changes in the schedule and reading content may occur.

Primary communication will occur through the Sakai site at sakai.unc.edu. Details on written assignments will be posted along with announcements and additional reading assignments.

The Schedule. See below

Class	Date	Topic	Speaker
1	1/11	Magellan Laboratories	Lowry Caudill
2	1/16	Chromatin	Greg Copenhaver
3	1/18	CLASS CANCELED - SNOW	-
4	1/23 (WLC out)	Introduction of Topics (3 Small Groups)	-
5	1/25 (WLC out)	Introduction of Topics (Bring forward for Entire Class)	-
6	1/30	How to Write a Business Plan	Lowry Caudill
7	2/1(WLC out)	Library Resource Day	Therese Triumph Angela Bardeen
8	2/6	Teamwork	Eric Montross
9	2/8	Carbon	Joe DeSimone
10	2/13 (WLC out)	Negotiations	Bob Reinheimer
11	2/15 (WLC out)	Negotiations	Bob Reinheimer
12	2/20	Negotiations	Bob Reinheimer
13	2/22	Organizational Culture	Lowry Caudill
14	2/27 (WLC out)		-

		Project Work Day	
15	3/1 (WLC out)	Entrepreneurship with Maker Space	Rich Superfine
16	3/6	Financing Your Venture	Lowry Caudill
17	3/8	Project Work Day	-
-	3/13	SPRING BREAK	-
-	3/15	SPRING BREAK	-
18	3/20	Venture Capital	Steve Nelson
19	3/22	Genetically Modified Crops	Greg Copenhaver
20	3/27	Genetically Modified Crops	Greg Copenhaver
21	3/29 (WLC out)	IP	Deborah Gerhardt
22	4/3	Direct To Consumer Genetic Testing	Greg Copenhaver
23	4/5	Leadership	Carol Folt
24	4/10 (WLC out)	How to Make a Pitch	Greg Copenhaver
25	4/12 (WLC out)	Project Workday	-
26	4/17	Harvesting Your Venture	Lowry Caudill
27	4/19	Pitches	Group 1
28	4/24	Pitches	Group 2
29	4/26	Pitches	Group 3