

## Economics 57H Engines of Innovation Spring 2018

Room: Gardner Hall, Room 209

Time: TR 12::15 pm – 1:30 pm

Instructors: Dr. Gregory P. Copenhagen, Genome Science Building, Room 4161,  
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Teaching Assistant: TBD

The objective of this course is to provide the necessary background and a collaborative environment in which students can form teams to learn the fundamental principles of Entrepreneurship. The lectures, guest speakers and reading materials will provide examples of the theory and practice of entrepreneurship and discussions of their successes and shortcomings. The group projects allow students a forum to exercise these concepts in a practical setting. The grading in the course will be as follows:

**Written assignments (30%).** Reflective written assignments will be assigned throughout the semester corresponding to topics on the syllabus.

**Class participation (20%).** Attendance and participation in the discussions is expected. Class attendance grades will be assessed by instructor and will reflect participation as well as apparent preparation (10%). Each class member will be asked to provide peer-evaluations of the project presentations – completion of the evaluations will constitute the other 10% of the participation segment.

**Team Projects (50%).** Each of you will participate in a team-based semester-long project involving intense collaboration with your peers and outside experts. The result will be a minimally viable product (in this semester a functional podcast) and a business model for how to the project could for the basis of an actual business venture. The business model will be 25%, the presentation of the project to the class will be 25% and the functioning of the team as assessed by the instructor will be 10%.

**Final.** The written business model (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 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](http://sakai.unc.edu). Details on written assignments will be posted along with announcements and additional reading assignments.

**The Schedule.** (Subject to revision, any changes in the schedule will be posted on the course Sakai)

1. 1/11 – Introductions & Team Building
2. 1/16 – Individual Entrepreneurial Mind-Set
3. 1/18 – Entrepreneurial Culture in Organizations
4. 1/23 – Social Entrepreneurship
5. 1/25 – Project Work Day
6. 1/30 – Global Entrepreneurship
7. 2/1 – Innovation I
8. 2/6 – Innovation II
9. 2/8 – Project Work Day
10. 2/13 – Assessing Opportunities
11. 2/15 – Creating, Acquiring and Franchising
12. 2/20 – Sources of Venture Financing
13. 2/22 – Project Work Day
14. 2/27 – IP and Entrepreneurship
15. 3/1 – Forming and Restructuring Ventures
16. 3/6 – Marketing
17. 3/8 – Project Work Day
18. 3/13 SPRING BREAK
19. 3/15 SPRING BREAK
20. 3/20 – Financial Statements and Budgeting
21. 3/22 – Developing a Business Model
22. 3/27 – Pitching
23. 3/29 – Project Work Day
24. 4/3 – Entrepreneurial Growth
25. 4/5 – Valuation
26. 4/10 – Harvesting
27. 4/12 – Project Work Day

28. 4/17 – Team 1 Podcast Debut & Business Model Presentation
29. 4/19 – Team 2 Podcast Debut & Business Model Presentation
30. 4/24 – Team 3 Podcast Debut & Business Model Presentation
31. 4/26 – Team 4 Podcast Debut & Business Model Presentation