

ECON 393H
PRACTICUM IN ENTREPRENEURSHIP
THE INTERNSHIP COMPONENT
BURCH FIELD RESEARCH SEMINAR IN SILICON VALLEY AND SHUFORD
ENTREPRENEURSHIP HONORS SEMESTER IN LONDON
Spring 2018 Program

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PREREQUISITES

ECON 325/325H and the consent of the instructor. We expect that you will take advantage of the experiential education opportunities presented by the internship program. In practice, this means executing the various duties required of your internship and also complete 14 weekly journal entries over the course of the internship this spring and make a final presentation to the instructor tentatively scheduled for April 30 and May 1.

COURSE MISSION AND SCOPE AND LEARNING OUTCOMES

Econ 393H has two purposes. First, it is the mechanism for receiving credit for the internship component of the Minor in Entrepreneurship. Second, it is designed to “top off” the experience in the Entrepreneurship Minor with a greater understanding of the entrepreneurial scene in the Bay Area during the Spring of 2018. Students are expected to learn the following:

- How to interview for a position in an entrepreneurial company;
- How to work successfully in an entrepreneurial company
- How to successfully manage the expectations of managers and peers
- How to manage the inevitable challenges and failures inherent in working at an early stage company
- How to set manageable goals and measure outcomes

COURSE CREDIT

All students in the Minor must be enrolled in ECON 393/393H to fulfill the requirements of the program. Course grants 6 hours of credit for practicum and reflection.

POLICIES

Students are under the UNC Honor Code throughout the course and program.

Meeting dates and assignment dates are subject to rescheduling at the discretion of the instructor.

GRADING

Internship Evaluation 20%/20 pts

Your internship sponsor/supervisor will be given a mid-term and end-of-term evaluation form to complete digitally at the mid-point and end of your internship. This portion of your grade will be determined by your performance over the semester as determined by your sponsor/supervisor. We expect these evaluations to be good. If students are experiencing difficulties with their internships they should discuss them with Jennifer or Buck as they occur and not wait until the end of the semester.

Weekly Journals 40%

Each week of your internship, you are required to complete a journal entry analyzing your host organization or company through Drucker's principles, the business model canvas/lean framework, and other course concepts. These entries will be beneficial as you compile your final presentation. Clear and concise responses that address the prompt are fine and will receive full credit (5pts each week, for a total of 40 points) but answers that lack depth of thought, show minimal effort or are too brief will not receive full credit and will impact your final grade. Journal entries should be submitted using SLACK and are due by 11:59 on Sunday night with the first entry due January 28. Journal entries should be based on the following prompts:

Week 1: Value Proposition. What is the VP of your company?

Week 2: Customers. Who is your customer? What is the target market? What strategies are implemented to reach this target market? What are the channels by which your company reaches their customers? How does your company manage customer relationships?

Week 3: Key Partners. Who are key partners of your company? How does your company interact with the local community? Are there any national or international partnerships? How does this affect the company?

Week 4: Key Activities. Key Resources. What are the critical activities that occur daily, weekly, and monthly? What activities are central to the company's success? What are the activities that effect the company environment? How does this effect productivity and the work culture?

Week 5: Finance. What is the organization's cost structure? What are the different revenue streams? What activity or service has the greatest profit margin? What activity or service has the greatest social impact?

Week 6: Drucker. Refresh yourself on Drucker's principles of innovation. Where do you see these at play in your company?

Week 7: People. Who is in leadership? What qualities do these people possess that make them successful? What is the founder's story? What is the team dynamic in the company? Tell us about your manager. What has s/he done well? Where is there room for improvement?

Week 8: SWOT analysis. Break down your company: strengths, weakness, opportunities, and threats. If you were in leadership, where would you innovate, pivot, or strategically develop your company?

Weeks 9-14: Provide a brief update on events at work and begin updating the responses you provided earlier in preparation for your final presentation.

Final Presentation-40% On April 30 and May 1 each class member will give a 15-minute oral presentation on the internship experience and answer 5 minutes of questions from the professor and the class. The presentation should highlight the most important points from the weekly journals but the format is up to each individual.

Evaluation Criteria and Grading.

Grades for your final presentation will be determined using the three criteria listed below:

Completeness: All requested elements must be included.

Relevance to entrepreneurship and the minor: The whole point of the internship is for students to observe an entrepreneurial organization from the inside and see how the concepts that were developed in the classes are applied. The final presentation should demonstrate that you went through that process.

Quality and depth of insights: The better you tie things together and demonstrate the depth of your knowledge, the better your grade will be.

Format, organization and quality of written/visual product: Content is more important than form, but form does matter. Please organize your final presentation into a thoughtful product that is creative and well presented.

Final grades will be calculated using the points for each portion of your grade and the following grade scale:

≥93 = A, ≥90 = A-, ≥87 = B+, ≥83 = B, ≥80 = B-, ≥77 = C+, ≥73 = C

No rounding up or down.

Schedule

At this point the only scheduled meetings of the class is April 30 and May 1. Additional individual and group meetings both in person and via Skype may be scheduled as needed.

