Economics 327-002 Business Venturing: Scientific Track

Spring 2020

Room: Genome Science Building, Room 1370

Time: TR 12:30 am – 1:45 pm

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

Text: No assigned textbook, readings posted on Sakai

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 in response to a prompt related to lecture topics in class. Lessons learned should be no longer than a page (unless indicated for a specific assignment) and are to be turned in on Sakai by the beginning of the next class session after they are assigned.

Class participation (10%). Because this course emphasizes group work and discussion of ideas, attendance and participation will be graded. Class attendance grades will reflect participation as well as apparent preparation. You are welcome to use laptops in class for taking notes or doing group work, but web surfing non-class material is not permitted.

Leading case study discussions (20%). Each group will be responsible for leading the class in a discussion of an assigned case study.

Project (50%). The primary graded activity for the course will be to form teams that will develop a STEM-related idea into a business plan. The final product will be a written business plan (20%) and a presentation to the class (20%). In addition, the group dynamics of the team will be assessed for another 10%.

Final. The written business plan (20%) 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.

Class communication. 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.

Jan 9 Syllabus review, group formation, sources of innovation

Assignment: develop 2 ideas for a STEM-based entrepreneurial project and briefly describe them (1 paragraph each). Due Jan 16

Reading: The Discipline of Innovation by Peter Drucker

Jan 14 Chromatin story – Gregory Copenhaver

Jan 16 Individually pitch ideas within group and select 2

Assignment: develop a team charter for your group. Due Jan 21

Jan 21 Groups pitch 2 ideas each, class selects 5 final project concepts

Jan 23 How to write a business plan – lecture

Reading: Harvard case study for Jan 28

Assignment: lessons learned, due Jan 28

Jan 28 Business plan case study -discussion led by Group 1

Jan 30 **Group work**

Feb 4 Small biotech startup – Guest: Joe Ruiz

Reading: Harvard case study for Feb 6

Assignment: lessons learned, due Feb 6

Feb 6 Small biotech case study – discussion led by Group 2

Feb 11 Financing your venture – lecture

Assignment: lessons learned, due Feb 13

Feb 13 Intellectual property, patents – Guest: Aziz Burgy

Reading: Harvard case study for Feb 18

Assignment: lessons learned, due Feb 18

Feb 18 Patent case study -discussion led by Group 3

Feb 20 **Group work**

Feb 25 Leadership – Kevin Guskiewicz (class held in South Building)

Assignment: lessons learned, due Feb 27

Feb 27 Why Culture Matters in Organizations and How to be Intentional – Guest: Lowry Caudill

Reading: Harvard case study for Mar 3

Assignment: lessons learned, due Mar 3

Mar 3 Leadership case study – discussion led by Group 4

Mar 5 Harvesting your venture – lecture

Assignment: lessons learned, due Mar 17

Mar 17 **Group work**

Mar 19 Intellectual property, copyright and trademarks – Guest: Deborah Gerhardt

Reading: Harvard case study for Mar 24

Assignment: lessons learned, due Mar 24

Mar 24 Copyright/trademark case study – discussion led by Group 5

Mar 26 Magellan story – Guest: Lowry Caudill

Assignment: lessons learned, due Mar 31

Mar 31 Negotiation part 1 – Guest: Bob Reinheimer

Assignment: out of class negotiation, due Apr 2

Apr 2 Negotiation part 2 – Guest: Bob Reinheimer

Assignment: out of class negotiation, due Apr 7

Apr 7 Negotiation part 3 – Guest: Bob Reinheimer

Apr 9 Pitches Group 1

Apr 14 Pitches Group 2

Apr 16 Pitches Group 3

Apr 21 Pitches Group 4

Apr 23 Pitches Group 5