Fall 9-2015

MBA 491.01: Startups - A Real World Introduction

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BMGT 491/MBA 694
Startups - A Real World Introduction
Fall 2015

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COURSE DESCRIPTION:

Welcome! This class is an exciting and innovative course designed to introduce students to the world of] entrepreneurship and Montana startups in particular. The course will utilize recordings of local entrepreneurs captured at the weekly 1 Million Cups Missoula meetings.

1 Million Cups is an initiative of the Kauffman Foundation which provides startups with the opportunity to pitch their startups to the local community, gaining exposure, feedback and connections to support their growth. Missoula started a 1 Million Cups Chapter earlier this year: http://www.1millioncups.com/missoula

The course will use the 1M Cups recordings to explore and analyze startup business models and identify the different opportunities and challenges encountered by startups as they progress from concept through launch and into their growth phase. Local businesses that will be studied include Submittable, Gatherboard, KindKudos and Mamalode.

HOW THE COURSE WILL BE TAUGHT:

This course will draw upon key startup tools and methodologies, such as the Lean Startup and Business Model Canvas to analyze startups and the insights shared in the 1M Cups pitch recordings. Students will be required to view the recordings and apply the methodologies to identify and evaluate the startups:

1. Value proposition
2. Business model
3. Stage of development

This class *is not* a traditional course in which I speak, you take notes and later regurgitate the

material on an exam. Instead most class sessions will center around discussion and student presentation of their analysis of the startups. Accordingly, you need to be present and engaged to derive the greatest benefit from the course.

REQUIRED MATERIAL:
All course material is provided by the professor and you will not need to purchase any outside resources to participate in this class. The required readings/recording for each week's lectures will be made available through Moodle on a rolling basis.

SOBA MISSION STATEMENT:
The University of Montana's School of Business Administration is a collegial learning community dedicated to the teaching, exploration, and application of the knowledge and skills necessary to succeed in a competitive marketplace.

MBA MISSION STATEMENT:
The University of Montana MBA Program's mission is to serve our region by educating leaders to effectively manage organizations in a global business environment.

As part of our assessment process and assurance-of-learning standards, the MBA program has adopted six learning goals for our students. MBA graduates will demonstrate:

1. Integrated knowledge of business functions
2. Communication skills and teamwork ability
3. Ethical conduct, social responsibility, and professional leadership
4. Analytical and innovative thinking in business problem solving
5. Knowledge and application of current trends in information technology
6. Ability to evaluate the implications of operating in the global business environment

COURSE LEARNING GOALS:
1. Appreciate the different types of startup businesses.
2. Compare the ways entrepreneurs describe and pitch their business.
3. Understand the basic stages and elements of startup activity.
4. Identify common challenges and risks in starting and growing a venture.
5. Appreciate how entrepreneurs navigate the startup process and address key challenges and risks.
6. Understand key startup tools and methodologies including Lean Startup, Business Model Canvas and Value Proposition Design.

DESCRIPTION OF GRADED ACTIVITIES:

Quizzes Individual (20% of course grade and this is an individual activity):
During weeks 2-4 there will be quizzes with 10 multiple response questions about the week's recordings and/or readings.

Pitch Question Preparation (10% of course grade and group activity):
Two of the startup pitches that will be reviewed during the course will be taking place during the course. Student teams will be required to research the businesses ahead of the startup's pitch and develop a set of 10 questions for each startup they would want to ask during the pitch. Selected questions will be posed live by me during the startups pitch sessions.

Group Presentation (30% of course grade and individual activity):
During the class, groups will be formed and each group will be assigned one of the startup recordings being reviewed by the class. The groups will be required to develop a 15 minute presentation outlining their analysis of the startup's business model, value proposition, stage of development and key challenges and opportunities.

Final Paper (30% of course grade and individual activity):
For your final assignment you will write a 2,000-2,500 word "Startup Guide" providing practical guidance and insights to a potential entrepreneur based on your learning from the class.

Each assignment will be discussed in class and detailed requirements posted in Moodle. Peer evaluations will also be collected and factored into group scores where appropriate.

COURSE GRADING:

ASSIGNMENT	WEIGHT (%)
Quizzes (Individual)	20
Pitch Question Preparation (Group)	20
Group Presentation (Group)	30
Individual Paper (Individual)	30
Total	100

COURSE GRADING SCALE:
This course employs +/- grading. The following grade scale will be used to calculate final grades.

A+	100-97%	A	96-93%	A-	92-90%
B+	89-87%	B	86-83%	B-	82-80%
C+	79-77%	C	76-73%	C-	72-70%
D+	69-67%	D	66-63%	D-	62-60%
F	Below 60%				

ATTENDANCE:
Attendance is expected and you should treat classes with the same importance as a work

obligation. Accordingly absences should be communicated in a timely manner and you should also communicate the action taken by you to ensure that your absence does not significantly impact your learning or your ability to contribute to the collective learning experience. One or more absences that fail to meet this standard may result in letter grade reductions.

EXPECTATIONS FOR WRITTEN ASSIGNMENTS:

Your success in the business world will depend, to a large extent, on your ability to communicate. This course will provide you with the opportunity to further develop both of these skills. Of course, all assignments should be clear, concise and substantive. My policy is not to review student papers before they are turned in for grading. However, I am willing to discuss the logical reasoning and proposed content of your written work.

Grading of your written work will be competitive. That is, your work will be graded relative to your classmates. Proper spelling, syntax, grammar, punctuation, and professional appearance are expected. Your grade may be lowered as much as two full letter grades if these areas are lacking. All written work should be submitted on 8.5" x 11" paper using 1.5 spacing and 1" margins. Please be sure to document your sources. Finally, late work will not be accepted.

BMGT 491/MBA 694 SCHEDULE

	Date	Topic*
Week 1	1-Sep	Course Intro
	3-Sep	Lean Startup & Business Model Canvas
Week 2	8-Sep	Value Proposition Design & Pitching
	10-Sep	Submittable
Week 3	15-Sep	Montgomery Distillery
	17-Sep	DotMos + Gatherboard Team Presentations
Week 4	22-Sep	Apptail + KindKudos Team Presentations
	24-Sep	Hestia + FireMLS Team Presentations
Week 5	29-Sep	Mamalode + Drop Trip Reviews
	1-Oct	Wrap Up

Topic order is subject to change. The following week's topic will be confirmed during each week's classes