MIS 373 IT Entrepreneurship
Fall 2011
Unique Number: 04009

Instructor	Kit Webster – francis.webster@mccombs.utexas.edu Information, Risk, & Operations Management (IROM) Department
Class times	TTh 12:30 PM – 2:00 PM
Class location	GSB 5.153
Office	CBA 3.410
Mailbox	IROM Department, CBA 5.202
Phone	(512) 658 9776
Office Hours	TTh 11:30-12:30 and by appointment (email for appointments). Although I will endeavor to keep office hours, due to other commitments, I may not be available at a particular time. Please email to ensure my availability.

Course Description

Information Technology is well positioned to be a successful breeding ground for entrepreneurship because of its low capital requirements, emphasis on intellectual capital and ability to benefit from sweat equity. If success is the intersection of preparation and luck, preparation begins by acquiring the knowledge and insight required to achieve that success.

IT Entrepreneurship will provide the conceptual, strategic and tactical bases for identifying opportunities in the IT space, creating an effective business plan, acquiring funding, establishing a company from scratch and managing in an environment of high growth, high uncertainty and rapid change.

The course will include case studies of successful and failed IT entrepreneurial companies and will draw upon the angel investing, venture capital and entrepreneurial communities for guest speakers.

Emphasis will be on the practical as opposed to the theoretical, including a self-assessment of personal fit to the entrepreneur's role, the proper form of incorporation, valuation, the preparation of a business plan, the preparation of an elevator speech, consideration of outsourcing, the selection of lawyers, the mix of skills required from key employees, pricing and how to get to market.

The course will present a business perspective (rather than a technical perspective), and will highlight best practices as well as classic mistakes.

Students will be expected to participate extensively in class discussions.

The "final exam" will consist of an individually-prepared summary business plan for a hypothetical startup and an associated pitch for that plan.

Prerequisites

None

Required Readings

- *MIS 373 – IT Entrepreneurship Course Packet* , available from Harvard Business School's website. **http://cb.hbsp.harvard.edu/cb/access/9905493** .
- *Entrepreneurship,* Hisrich, Peters, Shepherd

Class Website

- Announcements, assignments, course schedule, additional readings and other information are available at Blackboard http://courses.utexas.edu/. Log in using your UT EID and select **11F-IT Entrepreneurship (04009).**

Academic Rigor and MIS 373 IT Entrepreneurship

In 2003, the McCombs School faculty developed a strategic plan for "Leading in the 21st Century." http://www.mccombs.utexas.edu/strategicplan/. The mission of the McCombs School of Business is to educate the business leaders of tomorrow while creating knowledge that has critical significance for industry and society, and our goal is to become the best public business school in the nation. To accomplish that goal, the school is focusing on six strategic initiatives. One of those initiatives is to "Increase the rigor of our BBA Program to match the capabilities of our undergraduate student body." The rigor of this course has been increased to match that key strategic initiative. This means that you can expect a substantive workload of reading, homework, and critical thinking.

Weights for Grading	**Points**
Individual class participation	300
Individual business plan	400
Pop quizzes	100
Interview entrepreneur	200
Total	1,000

Class Participation and Quizzes

It is probably obvious that in a class based on cases that review of the cases is critical. It is expected that every student be prepared to discuss every case in class and to be ready to argue their approach to the case.

It is important that you come to class ready to join the discussion on the day's reading. Your collective knowledge and experience add to the class learning, so everyone will share the job of keeping the discussion moving and productive. Students will be cold called, so it is in your best interest to come prepared and actively participate. In evaluating the quality of your class participation, I will take the following into consideration:

- Useful arguments expressed coherently and succinctly
- Good analysis supported by case facts or your own experience
- Constructive disagreement
- Readiness to contribute when called upon
- Willingness to let others speak and, in fact, encourage them to speak – the value of the learning will further increase if we hear from everyone, not just the eager few
- Arrival on time for class

A quality contribution presents the case facts in a concise manner, applies theories, frameworks, and insights from readings, lectures and other case discussions to the current case, analyzes similarities and differences between the case situation and one's own experiences, builds on or criticizes constructively others' contributions, generalizes from case facts and makes managerial recommendations for similar situations, and poses pertinent questions to the class. Speaking without adding value is not a quality contribution.

I will make every effort to enable consistent participation from all students.

Participation in every class by all 40 members of the class would be unproductive, so that participation scores will be curved.

To enable accurate recording of participation, students are required to display name cards during every class and to attempt to sit in the same seat over the course of the semester.

There will be several short unannounced multiple-choice or short essay quizzes on assigned class readings and other class material. Because quizzes are related to class attendance, there are **NO MAKE-UPS** if you miss class or come in late. However, the two lowest pop quiz grades will be dropped. **Recommendation for success on quizzes and class participation: READ the material for the day on which it is due.**

(By UT Austin policy, you must notify me of your pending absence at least fourteen days prior to the date of observance of a religious holy day. If you must miss a class, an examination, a work assignment, or a project in order to observe a religious holy day, you will be given an opportunity to complete the missed work within a reasonable time after the absence.)

Business Plans

Each student will select a specific business for which s/he will prepare a summary business plan. The business plan will be constructed over the term of the semester and will be due at the end of the semester.

Exams

There will be no exams

Appeal Process

You must submit your request for an appeal of a grade within one week from when it was returned to you. Write up your appeal and put in my mailbox in the IROM department office, CBA 5.202.

Appeals will be granted only in the event of a miscalculation of the final grade; there will be no subjective grade adjustments, so don't ask.

Tape recorders and NO LAPTOP Policy

Please do not tape record during class. Please turn cell phones, pagers, iPods, and other devices OFF during class time.

Based on strong feedback from previous students, the **use of laptops is not allowed** in this class. This is a simple rule; please respect it. (FYI, the same rule applies to ALL McCombs MBA classes, so you are in good company.) I recognize that some students prefer to take notes electronically on PPT slides. However, there is no way to stop students from checking email or stocks, IM-ing, playing games, going on Facebook, or surfing the web if laptops are allowed. The quality and flow of discussion is affected when people engage with laptops in these ways, and it distracts students who want to participate. PPT slides will be available on Blackboard in time for you to bring copies to class.

Blackboard Use

Your use of Blackboard's email should be for **course-related messages only**; please see UT Austin's Acceptable Use Policy. Messages such as selling football tickets and posting party invites are not considered course-related unless your instructor has specifically allowed this usage for his/her class. Violations of the UT Austin Acceptable Use Policy will be vigorously pursued. Violators may face disciplinary action including, but not limited to verbal warnings, negative impact on grades, or loss of email privileges. For information on reporting emails that you believe violate the policy, please see the UT Acceptable Use Policy site at http://www.utexas.edu/academic/blackboard/answers/email_abuse.html.

Scholastic Dishonesty Policy

I take this issue very seriously. **Any dishonesty—such as cheating, false representation, plagiarism, etc.—that comes to my attention will result in an F in the course.**

The University defines academic dishonesty as cheating, plagiarism, unauthorized collaboration, falsifying academic records, and any act designed to avoid participating honestly in the learning process. Scholastic dishonesty also includes, but is not limited to, providing false or misleading information to receive a postponement or an extension on an exam or other assignment, and submission of essentially the same written assignment for two different courses without the permission of faculty members. The McCombs School of Business has no tolerance for acts of scholastic dishonesty. The responsibilities of both students and faculty with regard to scholastic dishonesty are described in detail in the Policy Statement on Scholastic Dishonesty for the McCombs School of Business. By teaching this course, I have agreed to observe all of the faculty responsibilities described in that document. By enrolling in this class, you have agreed to observe all of the student responsibilities described in that document. If the application of that Policy Statement to this class and its assignments is unclear in any way, it is your responsibility to ask me for clarification.

> *Policy on Scholastic Dishonesty: Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course an/or dismissal from the University. Since dishonesty harms the individual, all students, and the integrity of the University, policies on scholastic dishonesty will be strictly enforced.*

Students should refer to the Student Judicial Services http://www.utexas.edu/depts/dos/ or the General Information Catalog to access the official University policies and procedures on scholastic dishonesty as well as further elaboration on what constitutes scholastic dishonesty.

Special Accommodations

Upon request, The University of Texas at Austin provides appropriate academic accommodations for qualified students with disabilities. For more information, contact the Office of the Dean of Students at 471-6259, 471-4641 TTY.

Information Privacy

Password-protected class sites, such as Blackboard, are available for all accredited courses taught at The University. Syllabi, handouts, assignments and other resources are types of information that may be available within these sites. Site activities could include exchanging email, engaging in class discussions and chats, and exchanging files. In addition, class email rosters are a component of the sites. Students who do not want their names included in these electronic class rosters must restrict their directory information in the Office of the Registrar, Main Building, Room 1, but you should know – being anonymous makes posting and seeing grades challenging. If you have chosen confidentiality, it is your responsibility to give me your Jdoe number. For in formation on restricting directory information, see http://www.utexas.edu/student/registrar/catalogs/gi02-03/app/appc09.html.

Course Schedule

The course schedule is subject to change, primarily depending on the availability of guest speakers.

Lecture number	Date	Subject	Readings	Text reference	Assignments due
1	8/25	Introduction	Interview an Entrepreneur; Six Companies That Did Not Survive 2010		
2	8/30	Qualities of an entrepreneur	Just Manic Enough, The Origins of Entrepreneurship, When It's Darkest Men See the Stars, Entrepreneurial Traits, 25 Characteristics of Successful Entrepreneurs, Inside the Mind of an Entrepreneur, Ego Makes Entrepreneurs	10-48	
3	9/1	The basics – part 1	Sample PreNup, Sample Employee Manual, Sample Nondisclosure and Noncompete	254 - 279	
4	9/6	The basics – part 2			
5	9/8	The business plan	**How to Write a Great Business Plan(HBS),** Prototype Business Plan, Business Plan Outline	185 – 221	
6	9/13	Opportunity identification and selection	Porter, **Start Up Strategies (HBS)**, Feasibility Analysis, Quick and Dirty Opportunity Analysis, Where Good Ideas Come From, **From Mental Models to Transformation (HBS)**, Both Sides of the Table, http://www.slideshare.net/jwtintelligence/2f-100-things-to-watch-in-2011-6306251?from=ss_embed	64 - 157	Context - The next five years
7	9/15	Market description / Sales and marketing strategy		222 - 253	
8	9/20	Business models	**Note on Business Model Analysis for the Entrepreneur (HBS)**_The Business Model/Customer Development Stack		
9	9/22	Guest speaker - entrepreneur			Business opportunity summary
10	9/27	Operations strategy			
11	9/29	The virtual	**Getting Offshoring Right**	410 - 437	Market

		company - partnerships, offshoring	**(HBS)**		description summary
12	10/4	Presentations to stakeholders	CTAN Presentation Suggestions, Sample NDA		
13	10/6	Intellectual property		158 - 184	Sales and marketing summary
14	10/11	VCs, Angels and IPOs – valuation – exit strategy = part 1	**How Venture Capital Works (HBS), How Venture Capitalists Evaluate Potential Venture Opportunities (HBS), Deal Structure and Terms (HBS),** What's Really Going On With VCs?, How to Raise Venture Capital, NVCA Yearbook	303 – 376 442 - 449	
15	10/13	VCs, Angels and IPOs – valuation – exit strategy – part 2			Entrepreneur interview
16	10/18	Discussion of entrepreneur interview			
17	10/20	Financial planning	**Bootstrap Startups (HBS)**	280 - 302	Operations summary
18	10/25	Guest speaker - VC			
19	10/27	Guest speaker – Angel investing			Financial summary
20	11/1	Business plans from Moot Corp	Business plans from Moot Corp		
21	11/3	Managing growth and change 2		378 - 437	Management summary
22	11/8	Bringing the business plan together			
23	11/10	Other types of entrepreneurship			
24	11/15	Elevator speech presentations			Elevator speech
25	11/17	Elevator speech presentations			
26	11/22	Business plan presentations			Executive summary, PowerPoint and summary business plan
	11/24	Thanksgiving – no class			
27	11/29	Business plan presentations			
28	12/1	Wrap up and discussion of what			

		comes next			

Elevator speech and business plan presentations will be given by volunteers who will receive extra credit. If there are not enough volunteers, students will be selected randomly (and also given extra credit).