DEPARTMENT OF INFORMATION SYSTEMS & TECHNOLOGY MANAGEMENT

Syllabus-Fall 2016
(v. 15 Sep)

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COURSE NUMBER: ISTM 6223/4900 (3 credits)
COURSE TITLE: Technology Entrepreneurship / Innovation Ventures (Hybrid mode)
COURSE DESCRIPTION: Insight into the process of innovation-entrepreneurship used to launch and build new ventures, with emphasis on technology ventures. Organizing for innovation, raising venture capital, wealth creation, managing the small technology-based venture, marketing information technology products and services. Case studies of companies involved in recent technology ventures.

HYBRID MODE: In class sessions are held in the scheduled classroom during 4:30-6:30 pm on every other Tuesday (one exception), beginning Aug 30, 2016. Regular attendance is expected. Alternating sessions are studied online beginning at the regular class time on Tuesdays and closing an hour before the next scheduled in class session. Study of online sessions is in other respects self-paced and with flexible timing. Online sessions involve narrated slide sets available on Blackboard and graded brief written online discussions of related topics. Online sessions must be studied and online discussions completed prior to the next in-class session. The Course Outline that follows will provide the schedule of specific sessions to be held in class or online (once published in the first week of the term).

INSTRUCTOR: Professor Richard G. Donnelly
Dept of Information Systems & Technology Management
School of Business
Funger Hall 515, Phone: 202-994-7155, E-mail: rgd@gwu.edu


COURSE OBJECTIVES: The course builds understanding of how new ventures and small firms develop new technology products and services. The twin goals of the course are to: 1) improve management of startup ventures by technologist-entrepreneurs; and 2) increase awareness of issues of technology innovation for non-technical managers and professionals involved in technology ventures. At the conclusion of the course, the student should have working familiarity with the process of launching new independent ventures involving technology as well as the approaches taken to operate entrepreneurially within established businesses.

METHOD OF INSTRUCTION: individual Lecture, discussion, mini-case discussions, major case studies, exercises. Readings and homework are assigned for preparation outside of class. Discussion and commentary in class and in online discussion boards is expected and is graded.
ASSIGNMENTS

AND GRADING:

1. Case study + team venture BMC 25 %
2. Quizzes (2) 50
3. Mini-cases, homework, participation 25
   100 %

CASE STUDIES: One published case is studied and an in-depth assessment is written up by each individual. This case is also discussed in class. The grade for the case writeup will be based on the professional merit of the work that went into preparing it. Discussion of the case in class will be graded based on the quality of commentary. It will be necessary to prepare for the case discussion by careful reading of the case and assessment of the business situation described. The case assignment includes a study guide with several questions to be addressed.

The team venture concept represents the second case. The deliverables are a series of biweekly updates and a final Powerpoint presentation. Clear evidence of the team’s work to advance the venture concept biweekly and arrive at a satisfactory business model at the end of the process should be provided. No writeup is required. A team grade is given.

BLACKBOARD:

This course will employ Blackboard for several purposes. All work assignments will be submitted electronically through Blackboard. There will be a folder for each assignment to which students upload their submitted work. The required format for submissions is a Word document. A document in pdf format may be submitted to the instructor as a supplement to the electronically submitted Word file, if graphics or other formatting problems arise. In this case, a hardcopy original may also be submitted directly to the instructor to display color or complex graphics.

All course handouts, with the exception of lecture slides, will be available through Blackboard. Most handout files will be downloadable in pdf format. Lecture slides are only available as hardcopy or by fax. Arrange to pick up a set that you have missed. Readings and assignments are due on the schedule given in this syllabus or a more recent update. The latest schedule, reflecting any changes that have been made, will always be that given in Blackboard. If handouts were not picked up in class, students are expected to download and prepare readings and assignments prior to the class at which they are due.

The exams are taken on Blackboard. The exams are opened on the date and time indicated in the Syllabus and online submittal of the exams is due at the announced time thereafter. More detail on the exams will be provided subsequently. Exams must be the work of the individual student and information may not be shared with others before, during or after the exam. A signed pledge to that effect is required. Please note that the University and the School assign severe penalties for plagiarism or cheating.

Please identify any email to the instructor regarding this course by including the phrase “ISTM 6223” in the subject line and address the mail to rgd@gwu.edu.
ISTM 6223/4900: Technology Entrepreneurship / Innovation Ventures (hybrid mode)

Topical-Fall 2016
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Topic 1: Introduction to entrepreneurship.
Topic 2: Entrepreneurship in technology markets.
Topic 3: New technology venture opportunities.
Special Topic A: Startup Business Model Development.
Topic 4: Creating the new venture concept.
Topic 5: Strategy for ventures.
Special Topic B: Customer Development Process
Topic 6: The founder team and entrepreneurial leadership.
Quiz 1: Quiz 1 on Topics 1-6 and Special Topics A & B.
Topic 7: Launching the new venture.
Topic 8: Investor venture assessment and The Deal.
Topic 9: Growth capital and harvest options.
Topic 10: Managing the growing innovation venture.
Special Topics C: Venture/Customer Development Case.
Quiz 2: Quiz 2 on Topics 7-11 and Special Topics B and C.

Multiple choice, matching, true-false quiz taken on Blackboard,
Opens 6:00 pm, due 9:00 pm
(Must be individual work, pledge required)