

Course Code & No. - Section:	ENTP 310 - Section 1
Course Title (Credits):	Opportunity Recognition (3)
Term & Year:	Fall / 2015
Course Ref. No. (CRN):	80136
Instructor:	Rick Winfield, BA, MBA
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Office:	TCES 2 nd Floor
Office Hours:	MW 10:00-11:00 a.m. & T 10:00-2:00 p.m.
Class Meeting Time:	MW 11:30 - 12:45 p.m.
Location:	PL 320
Prerequisites (from Catalog):	ENTP 200
Corequisites (from Catalog):	none

Course Description

This course examines the processes and practices of opportunity recognition and creation. Through readings, cases, and exercises, students will examine different approaches to innovation from classical research and development to empathetic design and network innovation. Students will also learn about sources of business ideas, team processes and environments that foster idea generation, idea screening and selection methods.

Student Outcomes

Upon successful completion of this course, a student will be able to:

1. Describe and utilize practical approaches to recognition and creation of entrepreneurial opportunities.
2. Utilize a variety of creativity/innovation enhancement and brainstorming techniques.
3. Exhibit proficiency in various opportunity screening methodologies.
4. Incorporate marketing research and financial data into one cohesive feasibility analysis.
5. Track and interpret emerging social and economic trends where opportunities may emerge.
6. Effectively deliver professional “pitches” and oral presentations.
7. Recognize and/or create opportunities founded solely upon his/her personal interests or area of liberal arts training.
8. Systematically advance and nurture a promising idea into a practical and sustainable business opportunity.

Methods of Assessing Student Outcomes

Student performance will be assessed using the following:

1. Attendance, level of preparedness, and participation in class discussion;
2. Two venture abstract papers;
3. Midterm exam;
4. Individual class presentation; and
5. Final paper.
- 6.

Instructional Strategies

In-class instruction includes lecture, video materials, individual, small team, and full class exercises and discussion sessions, and significant on-line research. Material presented is designed to be practical and applicable to real-life entrepreneurial scenarios.

Required Texts and Materials

1. *Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers*, Alexander Osterwalder; ISBN-13: 978-0470876411

2. Strategic Intuition: The Creative Spark in Human Achievement, William Duggan; Columbia Business School Publishing; © 2013; ISBN-13: 978-0231142694
3. The Opportunity Analysis Canvas; Third Edition, James V Green; CreateSpace Independent Publishing Platform; © 2015; ISBN-13: 978-1505983630 (<https://gumroad.com/l/oac1> or <http://www.amazon.com/Opportunity-Analysis-Canvas-James-Green/dp/1505983630>)

Attendance

Attendance will be taken at the outset of each class session. Full attendance is expected in that class preparation/participation is a significant component of a student's grade. Only two (2) absences are allowed for normal illness, transportation issues, etc. Hence, doctors' notes or other similar documentation are neither required nor accepted. The 3rd and 4th absences will each result in a full grade point deduction from a student's preparation/participation grade. Any student missing five (5) class sessions without severe extenuating circumstances such as hospitalization, death in the immediate family, etc. will earn an "F" or an "Incomplete" in the class. Habitual tardiness will not be tolerated and may also result in full grade point deductions from a student's preparation/participation grade.

Class Requirements

Unless other usage is specifically authorized by the instructor, laptop computers may be utilized for note taking and class related research only. Cell phones must be turned off or set to 'silent mode.'

Sanctions for Cheating and/or Plagiarism

The Honor Code

The faculty of SNC believes students must be held to high standards of integrity in all aspects of college life in order to promote the educational mission of the College and to encourage respect for the rights of others. Each student brings to the SNC community unique skills, talents, values and experiences which, when expressed within the community, contribute to the quality of the educational environment and the growth and development of the individual. Students share with members of the faculty, administration and staff the responsibility for creating and maintaining an environment conducive to learning and personal development, where actions are guided by mutual respect, integrity, responsibility and trust. The faculty and students alike must make diligent efforts to ensure high standards are upheld by their colleagues and peers as well as themselves. Therefore faculty and students accept responsibility for maintaining these standards at Sierra Nevada College and are obligated to comply with its regulations and procedures, which they are expected to read and understand.

Consequences of Violating the Student Honor Code

SNC students and faculty share the responsibility for maintaining an environment of academic honesty. Thus, all are responsible for knowing and abiding by the SNC Faculty/Student Honor Code published in the current SNC Catalog. Faculty are responsible for presenting the Honor Code and the consequences of violating it to students at the start of their classes AND for reporting all incidences of academic dishonesty to the Provost. Students are responsible for knowing what constitutes CHEATING, PLAGIARISM and FABRICATION and for refraining from these and other forms of academic dishonesty. Violations of the Honor Code become part of a student's academic record.

1st Offense: Student receives a zero for assignment/exam and counseling with faculty on the honor code, consequences for violating the honor code, and the value of academic honesty in learning.

2nd Offense: Student fails course and receives counseling with faculty on the honor code, consequences for violating the honor code, and the value of academic honesty in learning.

3rd Offense: Student is expelled.

Grading Policy

Grades will be based on the following breakdown:

- 1) Class Attendance/Class Preparation/Class Participation – 25%
- 2) Venture Abstract Papers (2) (15% each) – 30%
- 3) Midterm Exam – 15%
- 4) Student Oral Presentation – 5%
- 5) Final Paper – 25%

ADA Accommodations

In accordance with the Americans with Disabilities Act and Section 504 of the Rehabilitation Act of 1973, students with a documented disability are eligible for support services and accommodations. If a student wishes to request an accommodation, please contact the Director of Academic Support Services, Henry Conover, at (775) 831-1314 x7534, hconover@sierranevada.edu, office in Prim Library: PL-304.

The SNC Email System

The SNC email system is the official communication vehicle among students, faculty members and administrative staff and is designed to protect the confidentiality of student information as required by the Family Educational Rights and Privacy Act of 1974 Act (FERPA). Students should check their college email accounts daily during the school year.

Students have a right to forward their SNC e-mail to another e-mail account (for example, @hotmail or @gmail). However, confidentiality of student information protected by FERPA cannot be guaranteed for SNC e-mail forwarded to an outside vendor. Having email redirected does not absolve a student from the responsibilities associated with official communication sent to his or her SNC email account.

The Sierra Nevada College Mission Statement:

Sierra Nevada College graduates will be educated to be scholars of and contributors to a sustainable world. Sierra Nevada College combines the liberal arts and professional preparedness through an interdisciplinary curriculum that emphasizes entrepreneurial thinking and environmental, social, economic and educational sustainability.

The Core Themes:

Liberal Arts	Professional Preparedness
Entrepreneurial	Thinking Sustainability

Class Schedule

This is the initial planned class schedule. The instructor reserves to the change this schedule, please be sure to check Moodle and your email regularly for updates.

8/17	Class Introduction/House Keeping	
8/19	Business Model Canvas Review	Review BMC Section 1
8/24	Exercise: Business Model Canvas	Review BMC Section 1
8/26	The Gurley Test	Reading Posted on Moodle
8/31	BMC Analysis – The Steve Blank Method	Readings Posted on Moodle
9/2	Exercise: The Blank Method	
9/7	LABOR DAY – NO CLASS	

9/9	Intro the Opportunity Analysis Canvas 1 st Venture Abstract Paper Assignment	OAC: Chap 1, 2, & 3
9/14	Thinking Entrepreneurially Entrepreneurial Mindset	OAC: Chap 4 & 5
9/16	Entrepreneurial Motivation Entrepreneurial Behavior	OAC: Chap 6 & 7
9/21	Seeing Entrepreneurially Industry Conditions Industry Status	OAC: Chap 8, 9 & 10
9/23	Macroeconomic Change Competition 1 st Venture Abstract Paper Due	OAC: Chap 11 & 12
9/28	Acting Entrepreneurially Value Innovation	OAC: Chap 13 & 14
9/30	Opportunity Identification Next Steps	OAC: Chap 15 & 16
10/5	Midterm Review	
10/7	Midterm Test (In class, closed book) 2 nd Venture Abstract Paper Assignment	
10/12	Introduction: Where do ideas come from?	Reading Posted on Moodle
10/14	Brainstorming & Academic Research on idea	Reading Posted on Moodle
10/19	Exercise	Reading Posted on Moodle
10/21	Guest Speaker 2 nd Venture Abstract Paper Due	
10/26	Introduction: Strategic Intuition	SI: Chap 1 & 2
10/28	Strategic Intuition Discussion and Exercises	SI: Chap 3 & 4
11/2	Strategic Intuition Discussion and Exercises	SI: Chap 5 & 6
11/4	Strategic Intuition Discussion and Exercises	SI: Chap 7 & 8
11/9	Strategic Intuition Discussion and Exercises	SI: Chap 9, 10 & 11
11/11	VETERANS DAY: NO CLASS	
11/16	Wrapping up	
11/18	Extra Day (catch and & start presentations)	
11/23	THANKSGIVING WEEK	
11/25	NO CLASS	
11/30	Student Presentations	
12/2	Student Presentation	
12/8	FINAL EXAM DAY	Final Paper Due (NO LATE ASSIGNMENTS ACCEPTED)