

Course Code & No. - Section: ENTP 310
Course Title (Credits): Opportunity Recognition
Term & Year: Fall / 2014
Course Ref. No. (CRN): 80110

Instructor: Professor Richard Gire (pronounced “Jeery”), J.D., M.B.A.
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Office Hours: MW 1:00-2:15pm, TTh 11:30am-12:45pm, by appointment

Class Meeting Time: MW 2:30-3:45pm
Location: GCLA 215

Prerequisites (from Catalog): ENTP 200
Corequisites (from Catalog):

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 Performance

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.
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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

Business Model Generation; Osterwalder-Pigneur; John Wiley & Sons, Inc.; ©2010, Alexander Osterwalder and Yves Pigneur; ISBN: 978-0470-87641-1. *Blue Ocean Strategy*; 1st Edition; Kim-Mauborgne; Harvard Business School Press; ©2005, Harvard Business School Publishing Corporation; ISBN: 1-59139-619-0.

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 specifically authorized by the instructor, laptop computers may be utilized for note taking and class related research only. Unauthorized usage may result in immediate expulsion from class. Smart phone usage is not allowed in class and 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 – 20%
- 2) Venture Abstract Papers (2) (15% each) – 30%
- 3) Midterm Exam – 20%
- 4) Student Oral Presentation – 10%
- 5) Final Paper – 20%

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 or go to the OASIS offices on the third floor of Prim Library within the first week of the semester.

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.

Class Schedule

(subject to change for variations in class progress)

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| Aug. 18 Aug. 20 | Class Introduction/Housekeeping – Creativity/Innovation Intro Opportunity Creation Thinkertoys – Derivation/Manipulation of “Challenges” |
| Aug. 25 Aug. 27 | Thinkertoys – Linear/Left Brain Exercises Thinkertoys – Intuitive/Right Brain Exercises |
| Sep. 1 Sep. 3 | Labor Day – College Closed Innovation - <i>Business Model Generation</i> – Section 3 Ideation, Visual Thinking |
| Sep. 8 Sep. 10 | Innovation (cont.) – Prototyping, Storytelling Innovation (cont.) – Scenarios 1 st Venture Abstract Paper Assignment |
| Sep. 15 Sep. 17 | Opportunity Recognition Ideas v. Opportunities Opportunity Screening Exercises |
| Sep. 22 Sep. 24 | Feasibility Analysis (Validation) – Industry Research Feasibility Analysis – Industry Research (cont.) 1 st Venture Abstract Paper Due |
| Sept. 29 Oct. 1 | Feasibility Analysis – Marketing Research <i>Business Model Generation</i> – Section 3 - Customer Insights Feasibility Analysis – Marketing Research (cont.) |
| Oct. 6 Oct. 8 | Midterm Review Midterm Test |
| Oct. 13 Oct. 15 | Midterm Results Review - Exercises Intellectual Property 2 nd Venture Abstract Paper Assignment |
| Oct. 20 Oct. 22 | <i>Blue Ocean Strategy</i> Introduction <i>Business Model Generation</i> – Section 4 – Business Model Perspective on Blue Ocean Strategy BOS – Market Boundaries, Big Picture |
| Oct. 27 Oct. 29 | BOS – Beyond Existing Demand, Strategic Sequence <i>Business Model Generation</i> – Section 1 - Canvas |
| Nov. 3 Nov. 5 | BMG Canvas (cont.) 2 nd Venture Abstract Due Final Paper/Presentation Assignment |
| Nov. 10 Nov. 12 | Student Presentations Student Presentations |
| Nov. 17 Nov. 19 | Student Presentations Student Presentations |
| Nov. 24 Nov. 26 | Thanksgiving Break – No Class Thanksgiving Break – No Class |
| Dec. 1 Dec. 3 Dec. 11 | Student Presentations Final Paper Prep – No Class Final Paper Due |

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**.
