

## Entrepreneurship in Entertainment Technology

Course number 53-630, Spring 2021

12 Units

Tuesdays and Thursdays 12:50pm to 2:40pm EST

Online via Zoom

Instructor:

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### Course Description

This course is an introduction to entrepreneurship designed to develop skills related to entrepreneurship and innovation for non-business students in the Entertainment Technology Center. The course assumes no background courses in business and is appropriate for those who are interested in bringing innovations to market either through new companies or existing companies. The course provides an overview of entrepreneurship and innovation, develops an entrepreneurial frame of mind, and provides a framework for taking ideas from concept to launched product. Students will work in teams to develop both business and practical skills in areas such as creative development, financial planning and financing, business models, organization structures, and management. The class will may include visits with Silicon Valley entrepreneurs and venture capitalists. ETC students have first priority for this class.

### Course Objectives

At the end of the course you should understand the process for starting up a company and appreciate the passion that drives entrepreneurs. You should be able to:

- Research and evaluate market opportunities
- Evaluate and select an appropriate corporate structure
- Develop a basic financial model and plan for a startup
- Devise a basic marketing/sales plan for a startup
- Identify appropriate sources for funding different companies
- Present ideas clearly and concisely, casually, and formally
- Assess your role in a start-up organization

You should also have assembled a rich set of resources to pull from in pursuing any of these topics in greater depth.

## Course Organization

The class is organized to progress through the stages of creating a company. Starting with idea creation and evaluation, then progressing through planning, business creation, product development, product launch, marketing and sales, business growth and funding.

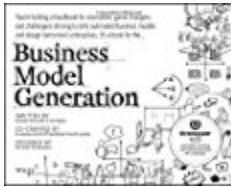
You will work as ‘founding teams’ of two. Teams are chosen the first week and work together for the entire semester developing a plan for a real or fictional company. (If there are fewer than four class members, students will work individually.)

Thursday classes are lectures and discussions. Tuesday classes begin with team presentations based on the prior week’s topic, followed by critique and discussion.

Some classes may be led by guest business leaders, entrepreneurs and/or VCs from Silicon Valley. Class meeting times may change to accommodate guest schedules.

## Materials

There is no required text book for this course, but there will be reading assignments based on handouts or material available online. You will make extensive use of spreadsheet and presentation software (such as Excel and PowerPoint) installed on your ETC computer. Access to a laptop for presentations is recommended but not required.



Highly recommended to purchase is [“Business Model Generation” by Alexander Osterwalder](#). We will be reading from the first section of the book which is available for free online at: <https://strategyzer.com/books/business-model-generation>.

The full book includes many in-depth examples and interviews.

## Course Requirements

You are required to attend all classes. Thursday classes will be lecture and discussion, your participation in these discussions is very important. There may be reading or viewing assignments before some classes. Tuesday classes will be team presentations based on material from the prior Thursday class and individual research. Presentations will be short (5 – 10 minutes) but will need to be well researched and rehearsed. You should plan on spending two to six hours preparing each presentation.

## Evaluation and Grading Policy

Students will be evaluated in four categories:

- **Comprehension (40%)** – You need to understand and apply what we’re doing in class. There will be some homework, but much of your grade will be based on how well you are applying your knowledge in your participation and presentations. Are you asking relevant questions? Are you providing thoughtful feedback? It is okay to not understand a concept, as long as you acknowledge that and seek enlightenment – you will be rewarded, not penalized, for saying ‘I

don't know,' if you follow it up with an indication of how you might find the answer and then follow that up with action.

- **Participation (20%)** – Your participation in class is crucial. It is one of the ways your comprehension of the topics will be evaluated. You are expected to be actively involved in your learning – applying, analyzing, evaluating, creating – and in this course that comes through participation. There will be opportunities for questions, discussions, critiques and brainstorming; please take advantage of them.
- **Presentation (20%)** – You and your teammate(s) will prepare and present almost weekly. You will be evaluated individually and as a team on how well prepared you are, how your visual aids help or hinder your presentation, how clearly you communicate the material, and your ability to think on your feet.
- **Attendance (20%)** – Seriously? Absolutely. In the business world the penalties for not showing up to a meeting or appointment are severe, and tardiness is highly unprofessional. Additionally, your grades for comprehension, participation and presentation all depend on you being present in the class. Full attendance and no tardiness counts as a positive 20% of your grade, but it can negatively impact 40% of your grade (negative points). Small upside, big downside, just like the real world. If you will be late or must miss a class, you **MUST** talk to me beforehand.

### Learning and Grading Rubric

	Excellent	Good	Unacceptable
Comprehension	Able to use knowledge to synthesize and test new ideas. Asks questions that are relevant to a deeper understanding of the topics. Understands not just the concepts, but the implications of applying those concepts.	Understands concepts, terms and processes, and is beginning to synthesize new ideas from them. Asks relevant questions and seeks help to understand more.	Makes no effort to learn the material. Questions are not relevant to the topic or concept. Does not recognize terms or cannot explain basic concepts.
Participation	Always contributes to class discussions with thoughtful questions, constructive critiques and building on others' ideas. Helps to maintain the flow of discussion and engages with the whole class.	Frequently contributes to class discussions with thoughtful questions, constructive critiques and building on others' ideas. Often helps to maintain the flow of discussion and engages with the whole class.	Does not participate in class. Shows a lack of respect for class members or the discussion process. Argumentative or dismissive of others' ideas.
Presentation	Intimate knowledge of material and confident in presenting it. Notes are not needed, and responses to questions and comments are accurate and appropriate. Visual aids support and amplify the material. Prepared for, and not distracted by, things "going wrong."	Good knowledge of material and comfortable presenting it. Occasional referral to notes. Visual aids support the material. Respond to most questions accurately and appropriately. React well when things "go wrong."	Little, or no, apparent preparation. Heavy use of notes. Lack of confidence in speaking, including hesitation, and um, lots of, like, filler words. Difficulty responding to questions and comments. Lack of a logical progression through material. Absent, confusing or unnecessary visual aids.

<b>Attendance</b>	Classes are not missed and attendance is prompt.	Classes are not missed without prior approval, and 2 or fewer classes are missed overall. No tardiness.	Classes are missed without prior notification or attendance is frequently tardy.
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## Course Policies and Expectations

- You are expected to behave professionally in class.
- This class requires in-class discussion and participation. You are expected to freely express your ideas and to respect the expression of others.
- Silence your phone and put it away. You won't need it for anything relevant to what's happening in the room, no matter how smart it is.
- Ditto for Slack, Discord, or any other apps that are not being used in class.
- Do not record the class without my express prior approval on a per class basis.
- Email will be used to communicate important information about classes. You are expected to check your email frequently.
- Office hours can be booked through my calendar. If you would like to meet outside of my normal office hours, I am happy to accommodate that. Please ask.

## Advice

You will often be grilled in class to find the depth of your understanding. Don't BS the answer, that will just lead to deeper questions.

Participate!

Practice your presentations! When you think you have it down pat, you're halfway there. Hint: nothing ever happens as planned in the business world, expect to be thrown a curve ball once in a while; if you know your material this shouldn't be a problem.

You will be given links and resources for learning how to make brilliant business presentations – use those to your advantage.

## Course Calendar

Subject to change.

1	2-Feb	4-Feb
	Introduction	Entrepreneurs, Vision, Purpose, BHAG. Teams.
2	9-Feb	11-Feb
	Presentation: Team intro, Vision, 3 Ideas.	Ideas. Intro to BMC. Value Prop, Customers.
3	16-Feb	18-Feb
	Presentation: Final idea, Customers, Market Opp.	Customers, cont'd
4	23-Feb	25-Feb
	CMU Break Day	Customers / Left side of BMC
5	2-Mar	4-Mar
	Team Presentations: Customer Plan	Financial pt. 1: Inc, Bal, Cash
6	9-Mar	11-Mar
	Financial pt. 2: Modeling	Financial: Team Modeling Meetings
7	16-Mar	18-Mar
	Financial: Team Modeling Meetings	Team Presentations: Financial model
8	23-Mar	25-Mar
	Company Structure and Stock	Legal
9	30-Mar	1-Apr
	Carl - 3 Things	Culture and Values
10	6-Apr	8-Apr
	Indiv. Presentations: Entrepreneurs	Indiv. Presentations: Company Cultures
11	13-Apr	15-Apr
	Review Cultures and Entrepreneurs	CMU Spring Carnival
12	20-Apr	22-Apr
	Funding	Guest
13	27-Apr	29-Apr
	Presentations: Funding Plan, About Final Pres.	Long Term Growth and Exits
14	4-May	6-May
	Final Presentations	Summary Day
15	11-May	13-May