

New Ventures I

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Summer I, 2004

Room 127 Main

Date	Class Topics	
5/3 Mon	Intro Topic Reading	Who are we and what are our goals? What is Entrepreneurship? K&H Chapters 1 & 2
5/5 Wed	Topic Topic Reading Teams	What is Intrapreneurship? Who does new ventures? Feasibility Assignment & Team Participation K&H Chapters 3 & 4 Form Teams and Begin Team Coordination
5/10 Mon	Topic Reading	Creativity & Innovation K&H Chapter 5
5/12 Wed	Topic Reading	How do you find an opportunity? K&H Chapter 11
5/17 Mon 6:00 PM	Topic Reading Reading Guest	Where do you find resources? K&H Chapter 14 From initial idea to unique advantage Acad. Mgmt Exec. Feb 2001 * Don Surr, Chester County SCORE
5/19 Wed	Topic Reading Case	Analysis or Instinct Between 'paralysis by analysis' & 'extinction by instinct' MIT Sloan Mgt Rev Spring 1995' Mickey Finn's (read synopsis pages 259 - 261)
5/24 Mon	Topic Reading	Plans, proposals & feasibility studies K&H Chapter 10
5/26 Wed 6:00 PM	Topic Reading Guest	Environmental Analysis K&H Chapter 7 Bud Batcher, Kutztown SBDC & Chester County Economic Development Council
5/31 Mon	Topic Note	Memorial Day No Class
6/2 Wed	Topic Reading Topic Guest	Market Analysis K&H Chapter 8 Interview Presentations, Part 1 John Louchheim, Entrepreneur & Teacher: Centering on Talent; Case Study
6/7 Mon	Topic Reading Topic	Financial Analysis K&H Chapter 9 Interview Presentations, Part 2
6/9 Wed	Topic Reading Prep	Organization Analysis K&H Chapter 12 Preparation for feasibility paper & presentations
6/14 Mon	Topic Reading Reading Reading Case	Intellectual property & technology issues K&H Chapter 13, pages 450 - 464 Can You Patent Your Business Model?, Dickinson, T. Harvard Business Review, 2000. Reprint F000401* Needed: A New System of Intellectual Property Rights, Thurlow, L., Harvard Business Review, 1997. Reprint 97510* NoUVIR (read pages 474 - 476)
6/16 Wed	Topic Note	Feasibility Presentations Last Class

* On Electronic Reserve (see ANGEL for readings, which are added over time)