

**ENGR097S.171 Engineering Entrepreneurship – First-Year Seminar
Fall 2009**

Faculty Information:

Liz Kisenwether	Course Co-leader Director, Engineering Entrepreneurship Minor / Asst. Prof. Engineering Design 863-1531 exk13@psu.edu
Jack Matson	Course Co-leader Professor/ Civil & Environmental Engineering 865-4014 jvm4@psu.edu
Dimitri Vaughn	Chemistry Graduate Student and Fast-Failure Advocate 862-2444 ddv113@psu.edu

Office Hours: by appointment, or before class each Tuesday

Course Information

Location	306 Hammond Building
Times	Tuesdays 12:20 - 1:10 p.m.
Start Date	Tuesday Aug. 25, 2008

Required Readings

Provided in course materials in ANGEL.

Course Description

Entrepreneurship is the art of having a unique idea, developing that idea into a product, service or venture, and making a business of it. Two basic components of being an entrepreneur are:

1. coming up with an innovative product or service that meets a need or solves a problem
2. having an effective "pitch" for selling it....getting others to see the value of the product or service, having them want it, and willing to pay for it!

Course Objectives

Students will:

- develop their presentation and "elevator pitch" skills
- actively participate in your team for two entrepreneurial challenges
- understand the value of intelligent fast failure

Tentative Schedule

<u>Date</u>	<u>Topic</u>	<u>Football next weekend</u>
Aug. 25	Introduction, what is IFF, take photos, Challenge #1 overview	
Sept. 1	Learning to Pitch Effectively	[Sept.5-Akron @ home]

Sept. 8	Student Pitches - in class (Before next class: do lemonade stand simulation)	[Sept. 12– Syracuse @ home]
Sept. 15	Discuss Lemonade stand simulation; form teams.	[Sept.19 –Temple @ home]
Sept. 22	Teams discuss what charity, what location downtown? How to do eco-lemonade? Start in class and complete before next class: Meet downtown store owners and submit boro paperwork.	[Sept. 26- Iowa @ home]
Sept. 29	Visit Freeze- Thaw Bicycles	[Oct. 3 @ Illinois]
Oct. 6	Eco-entrepreneur discussions and team progress reports: what charity, location, “pitch” plan.	[Oct. 10 – Eastern Illinois @ home]
Oct. 13	Final prep for Eco-Lemonade Stand Event Tracking costs, profits, etc.	[Oct. 17 – Minnesota @ home] * * Eco-Lemonade Stand-Off * *
Oct. 20	Teams report out on Lemonade Stand: What costs? What income? Observations? Before next class: each person thinks up At least one micro-enterprise idea for rest of semester – post to ANGEL.	[Oct. 24 @ Michigan]
Oct. 27	E-SHIP Challenge #2 – discuss options, Form new teams, start work!	[Oct. 31 @ Northwestern]
Nov. 3	E-SHIP Challenge #2 – work time	no game
Nov. 10	Challenge #2 work time Basics of IP (Intellectual Property)	[Nov. 7 – Ohio State @ home]
Nov. 17	Challenge #2 work time	[Nov. 14 – Indiana @ home]
<i>Nov. 24 - No class - - Thanksgiving Break</i>		[Nov. 21 @ Michigan State]
Dec. 1	Challenge #2 – work time	
Dec. 8	Team reports & class wrap-up...what worked, what activity taught you the most, comments, suggestions	

Course Grading

- Attendance and active participation per class is worth 4 points (60 points total)

- Results and quality of “lessons learned” for Challenge #1 = 20 points
- Results and quality of “lessons learned” from Challenge #2 = 20 points
- Team peer evaluations will also impact final grade as much as one fractional letter grade up or down

Course Prerequisites

Come to class ready to be creative, open-minded and contribute to your team’s success.

Attendance Policy

See above.

Academic Integrity

See the Penn State following College of Engineering website for further information:

<http://www.engr.psu.edu/CurrentStudents/acadinteg.asp>

Academic Integrity at Penn State:

A Statement by the Council of Academic Deans

Academic integrity mandates the pursuit of teaching, learning, research, and creative activity in an open, honest, and responsible manner. An academic community that values integrity promotes the highest levels of personal honesty, respect for the rights, property, and dignity of others, and fosters an environment in which students and scholars can enjoy the fruits of their efforts. Academic integrity includes a commitment neither to engage in acts of falsification, misrepresentation, or deception, nor to tolerate such acts by other members of the community. Academic integrity is a fundamental value at Penn State. It must be at the heart of all our endeavors and must guide our actions every day as students and as members of the faculty, administration, and staff. Because we expect new and continuing members of the University community to meet the high standards that are the foundation of a Penn State education, this message must be clear and reinforced frequently.

Examination Policy

This is a project-based course with no formal exam; instead, teams will make presentations and submit short reports. Course grade is based on attendance, quality of project work, in-class participation and team peer evaluations.

Disability Access Statement

The College of Engineering welcomes persons with disabilities to all of its classes, programs, and events. If you need accommodations, or have questions about access to buildings where College of Engineering activities are held, please contact us in advance of your participation or visit. If you need assistance during a class, program, or event, please contact the member of our staff or faculty in charge: Ms. Deb Witherite (mailto:daw15@psu.edu; 863-3026) in 213 Hammond

Additional Information

Stanford University Educators Corner website - great source of video clips of entrepreneurs and other entrepreneurship resources:

<http://edcorner.stanford.edu/>