GEB 5516 - Technological Entrepreneurship  
- Syllabus -  
Spring, 2014  
Thursday Evenings, 6 pm – 8:50 pm  
BA 1, Room 0122

INSTRUCTOR  
Professor Thomas O’Neal, PhD
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Assistant
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Objective:  
The course introduces and examines the fundamentals of Technological Entrepreneurship including Commercialization and Business Venture Creation. This recent global phenomenon has driven vital changes in society by empowering individuals to seek opportunities by engaging in technological and related business solutions.

“Starting a new venture is a process that begins long before the business ever opens its doors. That process is rarely linear but rather a more iterative—even chaotic—process; however, the entrepreneurial process does have direction”

- Kathleen R. Allen -

Text Book:

Webcourses/Canvas is our class website (GEB5516-14Spring 0001):
Canvas is our class website and class email system for this course. Canvas will be used for all types of communications, class content and information including the syllabus, announcements, assignments, lectures, study notes, research, schedules and more. Class Lecture slides for upcoming classes will be uploaded by noon the day of class.
Course Overview:

Technological Entrepreneurship is an interactive class focused on learning and understanding Leadership, Innovation, Commercialization and Entrepreneurship and involves identifying high impact and high-potential commercial opportunities. The course focuses on gathering resources including talent and capital; and planning, executing and managing value, growth and wealth. This course is designed for those who seek to understand and engage in the entrepreneurial process. This course is relevant to a variety of disciplines including accounting, banking, engineering, finance, investment, management, marketing, science, technology and mathematics.

The Text Book includes four major areas of study:

Part One - Entrepreneurial Opportunity

Part Two - Feasibility Analysis

Part Three – Business Design

Part Four- Planning for Growth and Change

Course topics also include:

- The Entrepreneurial Perspective
- Economics, Markets, Finance and Accounting
- Opportunity Recognition and Evaluation
- Planning and Gathering Resources
- Strategy, Execution and Managing Ventures
- Entrepreneurship and You
- Presentations and Public Speaking
- Technology, Trends and Trade
- Digital, Molecular and Physical Infrastructure Strategies

Course work also includes:

Teamwork and collaboration
Real-time strategy and decision making
Managing change and chaos
Evangelism, selling, negotiation, and motivation through influence and persuasion
Oral and written communication
Aspects of start-up financing, accounting and economics
Additional Areas of Study and Discussion

- Economics, Markets and Finance
- Creativity and Improvisation
- Ideas to Opportunities
- Intellectual Property, Valuations and Models
- Team Effectiveness
- Entrepreneurial Leadership
- Capital and Cash Flows
- Initial Public Offerings (IPO's)
- Mergers and Acquisitions (M&A)
- Value, Growth and Wealth

Guest Lecturers:

This course will also include visits from real life entrepreneurs and professional service providers that will come and share their stories and lessons learned and their views on relevant topics surrounding; “Entrepreneurial Perspectives of Today and Tomorrow.”

You are expected to attend each class and prepare by:

> Completing the required readings, assignments, homework, research and projects
> Coming to class ready to discuss the major concepts, topics and issues.

You will receive the greatest insight and understanding of the subject matter through class discussion, interaction and homework. You are expected to contribute (answer questions and ask questions) to class discussions. Failure to prepare or contribute to class discussions will negatively impact your grade. As part of class discussions and assignments, you will be required to participate in class groups. During most classes, discussion questions, cases, and other work will be assigned to groups and parts of the class will be devoted to group work.

>>> Make Sure You Examine and Follow the Class Schedule <<<

You are responsible for anything covered in class, whether present or not.

- It is imperative that you come to class well prepared –
- Actively participate during Lectures and Workshops -

-- Be Prepared to Perform Research and Present Findings Every Class --

In-class research is required.
Therefore, bring laptops/devices to class to access the internet and the WWW.
Grades:

Your **Final Grade** will be based on the following elements:

- Required Readings, Class Participation and Weekly Class Assessment Quizzes
- Assignments, Exams and Quizzes (other than the weekly class assessment quizzes)
- Individual Projects and Presentations
- Group Projects and Presentations

**Class Participation (30%)**

You are expected to complete the **Weekly Class Assessment Quizzes**. Additionally, class participation includes your on-time attendance, completion of assignments, class discussions, group involvement and feedback. If you are unable to attend a class, please inform the instructor in advance so your lack of attendance will not affect your final grade.

As previously stated, all students are required to complete a Weekly Class Assessment Quiz which contains the following questions:

- What was the most important thing you learned today?
- How can you use the topic in better understanding your work area?
- What questions are uppermost in your mind as we conclude this class?
- If there was one thing the instructor could have done better during this class, what was it?

**Weekly Class Assessment Quizzes**

Close 2 p.m. the Tuesday following the previous Thursday night Class.

**Your First Class Assessment Quiz will close 2p.m. Tuesday, January 14, 2014,**

*(1st class is on Thursday, January 9, 2014)*

**Additional Assignments, Exams and Quizzes**

In addition to the Weekly Class Assessment Quizzes, students are expected to complete all required readings and assignments and homework. Exams/Quizzes will occur throughout the semester.
Your Requirements to Pass GEB 5516 include 2 Major Deliverables:

1. The Midterm (30%): The Elevator Pitch Presentation Project requirements include;

   - Live-in-Class 2 minute Individual Presentation of your approved innovation/venture (your presentation may be videotaped)
   - No multimedia will be permitted for the 2 minute individual presentation.
   - You must meet with The UCF Venture Lab
   - 3 page Executive Summary Report of your innovation/venture

2. The Final (40%): A Technology and Commercialization Assessment Team Project of research, intellectual property and/or new venture provided and approved by Dr. O'Neal. The group project requirements include;

   - Live-in Class 15 Minute Team Presentation of your results and conclusions (your presentation may be videotaped)
   - Your Team must meet with The UCF Venture Lab
   - Submission of Final PowerPoint presentation slides
   - 10-15 page Executive Report

-Once your team is formed, immediately email Keith Engh with a list of team members-

Report Format for Final Paper:

Report Sections must include...

- Introduction and Summary
- Feasibility and Opportunity
- Customers, Products and Markets
- Business Models, Infrastructures and Cash Flows
- Financial Information, Management Team and Investment Requirements
- Conclusions and Recommendations

A Significant Part of Your Final Grade will be based on the composition, clarity and delivery of your work.

To summarize; Class Participation-30%, Midterm-30% and Final-40%.
Office Hours and Assistance

Dr. O’Neal is available by appointment. His office phone number is 407 882-1120. In addition, the UCF Venture Lab Team and other Office of Research and Commercialization (ORC) resources are available to students. Keith Engh (keith.Engh@ucf.edu), who will be assisting Dr. O’Neal, can also provide assistance and guidance. Finally, all student emails for Dr. O’Neal pertaining to GEB 5516, including questions, assignments, homework, reports and more should be sent to geb5516@ucf.edu.

Text Book Website:
http://www.wadsworth.com/cgi-
wadsworth/course_products_wp.pl?fid=M20b&product_isbn_issn=9780538481793&token
=2AA6C4D64DF1D39370AFE6744B5F416C3565A07A4A84DD1186C6E4B1AAEBEA1309
0C834649AB0365B51AF8B5BA9EC5B

Text Book/Course Materials - Student Accounts-Register/Login:
http://login.course.com/login/login.cfm?targeturl=&appId=

Some Useful Websites

Office of Research and Commercialization; http://www.research.ucf.edu/

Florida Research and Economic Database; http://fred.labormarketinfo.com/default.asp

Small Business Administration; http://www.sba.gov

National Entrepreneur Center; http://www.nationalec.org/

The Kauffman Fondation ; http://www.kauffman.org/

Center for Entrepreneurship and Innovation; http://www.cei.ucf.edu/

UCF Venture Lab; http://venturelab.ucf.edu/resources.html

UCF Business Incubation Program; http://www.incubator.ucf.edu/

UCF Institute for Economic Competiveness; http://www.bus.ucf.edu/hitec/index.shtm

Business Owners' Toolkit; http://www.toolkit.com/

Financial Calculators; http://www.javacalc.com/

Elevator Pitch Examples; http://www.yourbusiness.msnbc.com

**Academic Honesty Policy:**

All students are expected to conduct themselves according to the academic behavior standards published in the UCF student handbook. Violations of the policy will be dealt with in the strictest manner.

**Confidentiality Policy:**

Throughout this course you will be exposed to proprietary information from other students, guest speakers, faculty and advisors. All such information is to be treated as confidential. By enrolling in this class, you agree to not disclose this information to any third parties without specific written permission from the provider of the information. You further agree not to utilize such proprietary information for your own personal commercial advantage or for the commercial advantage of any third party. Any breach of this policy will be interpreted as a violation of academic integrity and will be addressed as described in The Golden Rule. UCF, The College of Business Administration, the Office of Research and Commercialization and the Center for Entrepreneurship and Innovation disclaim any responsibility for the protection of intellectual property of students, guest speakers, faculty and advisors who are involved in entrepreneurship education, research and/or outreach activities.

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I've been long impressed with...the growing felicity of mankind, from the improvements in philosophy, morals, politics and even the conveniences of common living; by the invention and acquisition of new and useful instruments, and that I have sometimes almost wish it had been my destiny to be born two or three centuries hence. For invention and improvement are prolific, and beget more of the kind.

*Ben Franklin*

*(1788)*

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>>> The 2014 Semester Schedule is on the Next Page <<<
# GEB 5516 Technological Entrepreneurship Semester Schedule

**Spring 2014**

*(Subject to Change by Dr. O’Neal)*

<table>
<thead>
<tr>
<th>DATE</th>
<th>Chapter Readings &amp; Class Lectures</th>
<th>Class Topics</th>
</tr>
</thead>
<tbody>
<tr>
<td>01/09/14</td>
<td>Kickoff &amp; Chapter 1</td>
<td>The Beginning… &gt; &quot;Getting Up For The Challenge&quot; Understanding Entrepreneurship and Preparing for the Entrepreneurial Journey…. Stay Current on Your Reading Assignments…. Be Prepared to Participate in Every Class, Perform Research in Every Class and Present Findings in Every Class… <em>(I Recommend…You Keep a Personal Venture Journal. Use the &quot;New Venture Action Plan&quot; at the End of Every Chapter as a Guide)</em></td>
</tr>
<tr>
<td>01/16/14</td>
<td>Chapters 2, 3 and 4</td>
<td>Opportunity and Business Models Begin Team Formation Process</td>
</tr>
<tr>
<td>01/23/14</td>
<td>Chapters 5 and 6 - Guest Lecturers</td>
<td>Feasibility- Intellectual Property, Industries and Markets Continue Team Formation and Begin UCF I P Portfolio Review</td>
</tr>
<tr>
<td>01/30/14</td>
<td>Chapters 7 , 8 and 9</td>
<td>Feasibility - Proof of Concept Continue Team Formation and UCF I P Portfolio Review</td>
</tr>
<tr>
<td>02/06/14</td>
<td>Chapters 10, 11 and 12</td>
<td>Business Design - Legal Form of Organization and Ethics</td>
</tr>
<tr>
<td>02/13/14</td>
<td>Chapters 13, 14 and 15</td>
<td>Business Design - Start Up Operations, Marketing and Funding</td>
</tr>
<tr>
<td>02/20/14</td>
<td>Semester Update</td>
<td>EP prep and Final Project Team Rosters Due</td>
</tr>
<tr>
<td>02/27/14</td>
<td>Elevator Pitches</td>
<td>Elevator Pitches Executive Summary Paper Due in Canvas-Monday, Feb. 23, 11pm</td>
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<tr>
<td>03/06/14</td>
<td>Spring Break</td>
<td>No Class</td>
</tr>
<tr>
<td>03/13/14</td>
<td>Welcome Back -Semester Outlook</td>
<td>Be prepared to discuss your team project in every class until &quot;Finals&quot;</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Be prepared to discuss your team project in every class until &quot;Finals&quot;</td>
</tr>
<tr>
<td>03/20/14</td>
<td>Chapters 15, 16, 17 and 18</td>
<td>Funding the Venture and Planning for Growth and Change Team and Project Updates</td>
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<tr>
<td>03/27/14</td>
<td>Recap and Review</td>
<td>Team and Project Updates</td>
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<tr>
<td>04/03/14</td>
<td>Work on Team Financials</td>
<td>Team and Project Updates</td>
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<tr>
<td>04/10/14</td>
<td>Practice Runs and Report Reviews</td>
<td>Dr. O'Neal to Review and Provide Comments</td>
</tr>
<tr>
<td>04/17/14</td>
<td>Recap/Review-Last Class</td>
<td>Presentations- Best Practices and Tips</td>
</tr>
<tr>
<td>04/24/14</td>
<td>7 PM - Final Team Presentations</td>
<td>7 PM - Final Team Presentations</td>
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**FYI…**

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<thead>
<tr>
<th>DATE</th>
<th>Notes</th>
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<tbody>
<tr>
<td>04/23/14</td>
<td>Finals Week Begins</td>
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<tr>
<td>04/29/14</td>
<td>Finals Week Ends</td>
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