

Innovation & Entrepreneurship

MASY1-GC 4200 | 100 | Spring 2024 | 01/23/2024 – 04/30/2024 | 3 Credits

Modality: In-person

Course Site URL: <https://brightspace.nyu.edu/>

General Course Information

Name/Title: Andrew Jedlicka, Adjunct Assistant Professor

NYU Email: afj2@nyu.edu

Class Meeting Schedule: 01/23/2024 – 04/30/2024 | Tuesdays | 06:20pm - 08:55pm

Class Location: In-Person, 20 W 43rd St (Midtown Ctr) Room 521 Loc: Midtown Center

Office Hours: Office hours will be by appointment as needed. Phone calls can be scheduled via email as needed

Description

Innovation and entrepreneurship can significantly impact the success of every business. Innovative thinking requires the initiation of an idea and converting it to a viable business initiative. An entrepreneur needs to plan for every business function including, but not limited to planning, staffing, fundraising, marketing, and assuring sound financial practices and reporting. This course teaches students how to develop a structured business plan using entrepreneurial best-practices to integrate their innovative concept and capitalize on their opportunity.

Prerequisites

All Core Courses must be completed. The business proposal they developed in previous courses must be approved by the course professor.

Learning Outcomes

At the conclusion of this course, students will:

- Prepare a viable business plan built from credible research, using a process designed to control risk
- Learn how to select the proper entity and how to protect intellectual property
- Learn how to use metrics, planning and analytical tools to monitor the growth and success of a venture
- Learn how to structure and prepare a Promotion budget including strategies focused on resolving the challenges defined for the business
- Experience pitching the business venture to a “authentic” investor and receive individualized feedback

Communication Methods

Be sure to turn on your [NYU Brightspace notifications](#) and frequently check the “Announcements” section of the course site. This will be the primary method I use to communicate information critical to your success in the course. To contact me, send me an email include the name of your class and the section in the subject. I will respond within 24 hours.

This course will be facilitated onsite, however you can access your course information by logging into NYU Home with your NetID and Password. Please contact me via the NYU email address listed above. Please also send messages through NYU e-mail and Brightspace mail at any time. I will respond as soon as I can. If you do not receive a response from me within 48 hours of you sending me an email, please resend / let me know during class, because that means I never received it. Lastly, you should continue to monitor your email inbox and Brightspace throughout the duration of the course for any announcements.

The Professor will use his NYU email address (afj2@nyu.edu) to communicate with students and will also communicate through Brightspace course-mail. He will strive to answer email inquiries within 48 hours

Students must use their NYU email and/or the announcements/email function within Brightspace for all communications with the Professor and with fellow students to protect student privacy and meet the FERPA Guidelines.

Students will be given every opportunity to exchange ideas and express concerns with the instructor as well as with classmates. Communication will be achieved as follows:

- **E-mail** – Students will receive emails and or Brightspace messages / announcements (all class participants) from the instructor
- **The instructor will respond to any emails from students within 48 hours and will respond from the instructors NYU email address. All students must communicate with the instructor only through their NYU email and or Brightspace. If the instructor does not respond within 48 hours, please attempt to contact again. Perhaps the email was not received by the instructor.**

PLEASE INCLUDE THE NAME OF THE COURSE NUMBER/SECTION IN THE SUBJECT LINE

Structure | Method | Modality

In order to meet our learning outcomes and objectives, all students should attend the course on the day and time we meet per week (Tuesdays from 6:20pm – 8:55pm est). You are expected to check email and Brightspace daily for announcements concerning assignments, deadlines, class changes or cancellations, and other important information. This course will involve both lectures and discussions each class/participation. In addition, this class also includes a mid-term case assignment, and a final Business Plan group presentation.

It is important to note that **In Class Topics** we will cover are outlined in this syllabus, each week you will see what work you need to **Prepare**, what chapters / topics are covered, what assignments let you **Demonstrate** your knowledge and mastery, additional information to **Explore** and some questions to help you **Reflect** on your learning and experience each week.

- **PREPARE:** contains learning materials that the instructor would like you to review and engage with in preparation for this session. This may include readings, videos to watch, podcast to listen to, blogs to review etc.



- **DEMONSTRATE:** contains activities, principally assignments and assessments that provide you an opportunity to demonstrate your understanding and mastery of the knowledge, skills and abilities covered in class, in support of the learning outcomes. This is where the instructor will post the weekly assignments including the work to be graded (and links to the Assignments Section within Brightspace/LMS)
- **EXPLORE:** contains learning materials and activities which you can explore if you wish to delve further into any of the topics covered in the session. These are not required but optional and will add value to your broader or deeper understanding of the topics covered in the session.
- **REFLECT:** contains questions, prompts, ideas which may help you reflect on your learning and experience in this session or more broadly in the course. A key part of effective learning is developing the cognitive skill of reviewing what you have learnt, contextualizing your learning, making links with other topics you are studying and with your own experience. These reflections are typically not graded, but an opportunity for you to deepen your learning.

The course will be structured with the following elements to promote student learning, participation, and collaboration:

- For each class, the Professor will begin class with what the learning objectives are, and will answer any questions regarding course materials / or what has been discussed in the course thus far.
- During class, the Professor will ask questions to create discussions, create in-class activities to work on individually or in a group setting, along with watching videos, etc...
- Student participation and collaboration will be promoted through interactive lectures, as well as the case assignments and in class activities.
- Case assignments will be provided so that students can demonstrate mastery of the topics covered.

A mid-term case assignment will be given and final business plan presentation, in addition to class participation will be required in an effort to summarize the learnings of this course.

Expectations

Learning Environment

- Prepare a viable business plan presentation built from credible research, using a process designed to control risk
- Learn how to select the proper entity and how to protect intellectual property
- Learn how to use metrics, planning and analytical tools to monitor the growth and success of a venture
- Learn how to structure and prepare a Promotion budget including strategies focused on resolving the challenges defined for the business
- Experience pitching the business venture to a “authentic” investor and receive individualized feedback

Participation

Participation means actively contributing to discussions happening in class; it also means actively listening and building on the questions and discussion points of your classmates. As graduate students, you are expected to conduct yourselves in a professional manner and engage and collaborate with your classmates. SPS classrooms are diverse and include students who range in age, culture, learning styles, and levels of professional experience. To maintain an inclusive environment that ensures all students can equally participate with and learn from each other, as well as receive feedback and instruction from faculty during group discussions in the classroom, all course-based discussions and group projects should occur in a language that is shared among all participants.

Students must complete all course assignments. Students should come to each class fully prepared, having read the assigned readings and completed all assignments, and actively engage in class discussions. All assignments must be uploaded to the folders on Brightspace posted under the “Assignments” tab. Each assignment folder will include the detailed assignment description and grading criteria/rubric. The number of the assignments and their due dates are on the course outline that follows. Assignment due dates are final and non-negotiable. Late assignments are not accepted without prior written permission from the faculty and cannot be granted more than once throughout the semester.

Assignments and Deadlines

Students must complete all course assignments. Students should come to each class fully prepared, having read the assigned readings and completed all assignments, and actively engage in class discussions. All assignments must be uploaded to the folders on Brightspace posted under the “Assignments” tab. Each assignment folder will include the detailed assignment description and grading criteria/rubric. The number of the assignments and their due dates are on the course outline that follows. Assignment due dates are final and non-negotiable. Late assignments are not accepted without prior written permission from the faculty and cannot be granted more than once throughout the semester.

Please submit all assignments to the appropriate section of the course site in [NYU Brightspace](#). If you require assistance, please contact me BEFORE the due date.

Course Technology Use

Most class sessions require use of technology (e.g., laptop) for learning and research purposes. However, we will periodically have a device-free learning environment.

Feedback and Viewing Grades

I will provide timely meaningful feedback on all your work via our course site in NYU Brightspace. You can access your grades on the course site Gradebook.

Attendance

Students are expected to attend all classes. Excused absences are granted in cases of documented serious illness, family emergency, religious observance, or civic obligation. In the case of religious observance or civic obligation, this should be reported in advance. Unexcused absences from sessions may have a negative impact on a student's final grade. Students are responsible for assignments given during any absence.

Since this is a 14-week course, missing class sessions can affect your grade, and at the discretion of the instructor, because for the student to have to drop the course and take it during another term. It is critical that you check your announcements, e-mails, and assignments on a regular basis. Please communicate with the instructor as needed.

- Students may enter class late or leave class early only if given permission by the instructor.
- If you miss a session, you should find out what was covered by speaking to your fellow classmates and checking the Brightspace course site to review all the resources provided by your instructor.
- Attendance will be taken weekly. Students with excessive absences (2 or more) will lose grade percentages according to the table below. Additional points will be deducted if a student does not regularly participate in class discussions. Again, in case of a missed class, students are responsible to obtain the materials covered and class notes from other classmates.

Absences and grade percentage deducted:

- Absences – 0% grade deducted
- Absences - 2.0% grade deducted
- Absences - 3.0% grade deducted
- Absences - 4.0% grade deducted
- Absences - 5.0% grade deducted
- Absences - 6.0% grade deducted
- Absences - 7.0% grade deducted
- Absences - 8.0% grade deducted
- Absences - 9.0% grade deducted
- 10+ Absences - 10.0% grade deducted

Students who plan to miss classes for religious reasons are expected to inform instructors beforehand and to be responsible for assignments given during their absence.

Refer to the [SPS Policies and Procedures page](#) for additional information about attendance.

Textbooks and Course Materials

It is highly recommended you use a professional spelling and grammar checker to check your work before it is submitted. There is a severe penalty for improper spelling or grammar.

Textbook:

Marketing Analytics A Comprehensive Guide ISBN: 9781453398937, Christina J. Inge version 1.0 FlatWorld Publishing 2022

Grading | Assessment

Student performance will be assessed and weighted as follows:

- Classroom/Session Participation/In class assignments 25%
- Mid-Term Case Assignment 35%
- Final Business Plan / Investor Pitch Group Presentation 40%

Classroom Participation: Students can demonstrate classroom participation by being prepared each week, contributing during classroom discussions, and answering questions.

Mid-term Case Study: is due prior to class on 3/5/24 via the Brightspace system.

A 4-5 full page, double spaced analysis and summary on **an article you researched about any start-up company of your choice.** Regarding structure please be sure to summarize the article, address all of the following questions, and have a conclusion. Please be sure to also apply what you have learned from previous chapters, class discussions, and by using terms and other topics discussed. Be as insightful (analytical) as possible, along with adding your opinion and or suggestions regarding any particular topics within the article. Please have a clear conclusion that summarizes the article and your opinions.

1. What is the start-up company and what intrigues you about the company. What goals are they trying to accomplish in your opinion.
2. What product, place, and promotion strategies have they put into place since they started? Company should be at least 5 years old. Do you feel they allocated their marketing budget accordingly to receiving a high ROMI(Return on Marketing Investment)? What would you have done differently?
3. Please research their competitors and what makes this start-up different? Do you feel they are doing enough to stand out? What would you do differently, and how would you plan their business strategy/plan?

Final Business Plan / Investment pitch presentation:

NOTE: **You should properly source any articles, quotes, or general outside resources for your presentation. **

Final Paper:

Deliverables: You are a start-up US based company that is interested in growing your business by expanding your service(s) /and or product(s). This business can be anything from a coffee shop to a tech business. Your goal is to study the feasibility of setting up your business and structuring your business plan, and marketing budget to ensure a successful launch of your product / or service by allocating specific areas of your budget to various marketing strategies and advertising mediums. You also need to develop your operations, financial plan, and overall strategy to not only launch, but perhaps entice future investors. It is



suggested to use charts and diagrams to illustrate your points in a powerpoint presentation, no longer than 40 slides. The final group presentations will take place on the final day of class **4/30/24. Each student must submit their groups powerpoint slides by the beginning of class via the Brightspace NYU System.**

1. Provide an introduction and overview to your company: **_ / 5 percentage points:**
 - a. Discuss where your company conducts business currently within the US.
 - b. Discuss what are the company's objectives / mission.
 - c. Discuss who you are in terms of your company, name of your company, where you are located, how many employees you have, etc. You can make up all the information or base it on a small existing company.
 - d. What is your product(s) and/or service(s)? How did you develop, manufacture, etc.

- 2) Create your marketing plan & Budget for launch and expansion of your company: **_10 percentage points:**
 - a. Layout and summarize your marketing strategy by discussing, your budget, your integrated communications methods / and or advertising mediums, market research and forecasting, how you will manage your entire operations(provide specific details), pricing strategy, anticipated ROMI, competitor analysis, along with any additional information you want to incorporate in your planning/strategy

- 3) Financial Statements & Analysis: **_ 10 percentage points:**
 - a. Create financial plan and lay out business objectives.
 - b. Layout your marketing strategy and programs, what percentage of your budget is allocated to each, and why.
 - c. How will your plan benefit your company in the short and long-term.
 - d. How will your marketing programs deliver a positive return on marketing investment?

- 4) Create a SWOT Analysis & Operations Plan: **_ 5 percentage points:**
 - a. Determine that your strengths, weaknesses, opportunities, and threats are by creating a detailed analysis. How will this affect your current and future marketing plan / budget? How will it affect your marketing strategy / and Business launch overall?

- 5) Conclusion- Discuss findings, your opinions/suggestions, what you learned in this class and from writing this paper, apply terms from the course, discuss how this paper has helped you understand the fundamentals of this course: **_ / 5 percentage points:**

NOTE: **You should properly source any articles, quotes, or general outside resources in the form of a citation page for your final presentation . **

What Must Be Submitted?

Each student is to submit a cpy of their groups 40 page powerpoint slide. Each group should also include a title page with the students and company name, semester/date, and course name, along with a citation page. Please be sure to also apply what you have learned from the course by using terms and other topics discussed. Be as insightful (analytical) as possible.

In accordance with NYU policy:

- No form of extra-credit work is permissible; and
- Resubmission of assignments that have been already graded is not permissible.

Notes:

- No make-up examinations will be administered without arrangements made prior to the examination. If a student experiences an emergency that would justify the lack of prior communication, a make-up examination or other assignment will be considered.
- All students are expected to be honest and ethical in all academic work. This trust is shared among all members of the University community and is a core principle of American higher education. Any breaches of this trust will be taken seriously.

See the ["Grades" section of Academic Policies](#) for the complete grading policy, including the letter grade conversion, and the criteria for a grade of incomplete, taking a course on a pass/fail basis, and withdrawing from a course.

Course Outline

Start/End Dates: 01/25/2024 - 05/02/2024| Tuesday

Time: 06:20pm - 08:55pm

No Class Date(s): Tuesday – 03/19/2024

Special Notes: Spring Break 03/18/24 - 03/24/24

Before our first class, read Chapter 1 – Entrepreneurship in Strategic Marketing

Session 1 – 01/23/2024

Topics Covered:

Entrepreneurship

Library Resources: IBISWorld, SRDS

Industry

Chapter 1 Intro / Company Background

Competitors

Before the Next Class read:

Chapter 2 - Opportunity Recognition

Chapter 3 - Feasibility Analysis and Opportunity Evaluation

Assignment:

Begin to research and work on your Midterm 1st Case paper.

Session 2 – 01/30/2024

Topics Covered:

Opportunity Recognition

Feasibility Analysis and Opportunity Evaluation

Before the Next Class read:

Chapter 4-Selecting a Form of Business Ownership

Assignment:

Continue to work on Individual Midterm Case Paper.

Session 3 – 2/6/2024

Topics Covered:

Selecting a Form of Business Ownership

Before the Next Class read:

Chapter 5 – Recruiting, Motivating, and Keeping Quality Employees

Chapter 6 – Team Building and Leadership

Assignment:

Work on Case assignment & Final Presentation.

Session 4 – 2/13/2024

Topics Covered:

Recruiting, Motivating, and Keeping Quality Employees

Team Building and Leadership

Before the Next Class read:

Chapter 7 - Product Design and Development

Assignment:

Continue to work on 2nd Midterm Case Assignment & Final Business Plan paper.

Session 5 – 2/20/2024

Topics Covered:

Product Design and Development

Before the Next Class read:

Chapter 8 - Operations Management in Manufacturing and Service Industries

Assignment:

Continue to work on Midterm Case Assignment & Final Business Plan paper.

Session 6 – 2/27/2024

Topics Covered:

Operations Management in Manufacturing and Service Industries

Before the Next Class read:

Chapter 9 - Marketing: Providing Value to Customers

Assignment:

Midterm Case Assignment due next class 3/5/24 & continue to work on Final Business Plan / Investor Group presentation.

Session 7 – 3/5/2024

Topics Covered:

Marketing: Providing Value to Customers

Market Segmentation

Position Statement

2nd Midterm Case Assignment due today prior to the start of class.

Before the Next Class read:

Chapter 10 - Operating in a Digital Marketing and Social Networking Environment

Assignment:

Continue to work on Final Presentation

Session 8 – 3/12/2024

Topics Covered:

Operating in a Digital Marketing and Social Networking Environment

Channel Systems
Middlemen

Logistics and Customer Service

Before the Next Class read:

Chapter 11 - The Role of Accounting in Business

Assignment:

Continue to work on Final Presentation.

3/19-NO CLASS

Session 9 – 3/26/2024

Topics Covered:

The Role of Accounting in Business

Before the Next Class read:

Chapter 12 - Teamwork and Communications

Assignment:

Continue to work on final presentation.

Session 10 – 4/2/2024

Topics Covered:

Teamwork and Communications

Operations

Metrics

Promotion Planning

Before the Next Class read:

Chapter 13 – Personal Finances

Chapter 14 - Funding

Assignment:

Continue to work on final business plan presentation.

Session 11 – 4/9/2024

Topics Covered:

Personal Finances

Funding

Financial Plan

Before the Next Class read:

Chapter 15 - Managing Information and Technology

Chapter 16 – Estimating Sales

Chapter 17 – Exiting and Harvest

Assignment:

Continue to work on Final Business Plan Presentation.

Session 12 – 4/16/2024

Topics Covered:

Managing Information and Technology

Estimating Sales

Exiting and Harvest

Operations

Metrics

Before the Next Class:

Prepare Practice Presentations

Assignment:

Continue to work on Final Business Presentation.

Session 13 – 4/23//2024

Professor to share Business Plan he created when he worked for a start-up. Groups to work together and practice.

Session 14 – 4/30/2024

Final Business Plan / Investor Group Presentations. Each student needs to upload their groups presentation via Brightspace prior to the beginning of class.

NOTES:

The syllabus may be modified to better meet the needs of students and to achieve the learning outcomes.

The School of Professional Studies (SPS) and its faculty celebrate and are committed to inclusion, diversity, belonging, equity, and accessibility (IDBEA), and seek to embody the IDBEA values. The School of Professional Studies (SPS), its faculty, staff, and students are committed to creating a mutually respectful and safe environment (*from the [SPS IDBEA Committee](#)*).

New York University School of Professional Studies Policies

1. Policies - You are responsible for reading, understanding, and complying with [University Policies and Guidelines](#), [NYU SPS Policies and Procedures](#), and [Student Affairs and Reporting](#).
2. Learning/Academic Accommodations - New York University is committed to providing equal educational opportunity and participation for students who disclose their dis/ability to the [Moses Center for Student Accessibility](#). If you are interested in applying for academic accommodations, contact the [Moses Center](#) as early as possible in the semester. If you already receive accommodations through the Moses Center, request your accommodation letters through the Moses Center Portal as soon as possible (mosescsa@nyu.edu | 212-998-4980).
3. Health and Wellness - To access the University's extensive health and mental health resources, contact the [NYU Wellness Exchange](#). You can call its private hotline (212-443-9999), available 24 hours a day, seven days a week, to reach out to a professional who can help to address day-to-day challenges as well as other health-related concerns.
4. Student Support Resources - There are a range of resources at SPS and NYU to support your learning and professional growth. For a complete list of resources and services available to SPS students, visit the [NYU SPS Office of Student Affairs site](#).
5. Religious Observance - As a nonsectarian, inclusive institution, NYU policy permits members of any religious group to absent themselves from classes without penalty when required for compliance with their religious obligations. Refer to the [University Calendar Policy on Religious Holidays](#) for the complete policy.
6. Academic Integrity and Plagiarism - You are expected to be honest and ethical in all academic work. Moreover, you are expected to demonstrate how what you have learned incorporates an understanding of the research and expertise of scholars and other appropriate experts; and thus recognizing others' published work or teachings—whether that of authors, lecturers, or one's peers—is a required practice in all academic projects.

Plagiarism involves borrowing or using information from other sources without proper and full credit. You are subject to disciplinary actions for the following offenses which include but are not limited to cheating, plagiarism, forgery or unauthorized use of documents, and false form of identification

[Turnitin](#), an originality detection service in NYU Brightspace, may be used in this course to check your work for plagiarism.

Read more about academic integrity policies at the NYU School of Professional Studies on the [Academic Policies for NYU SPS Students](#) page.

7. Use of Third-Party Tools - During this class, you may be required to use non-NYU apps/platforms/software as a part of course studies, and thus, will be required to agree to the “Terms of Use” (TOU) associated with such apps/platforms/software.

These services may require you to create an account but you can use a pseudonym (which may not identify you to the public community, but which may still identify you by IP address to the company and companies with whom it shares data).

You should carefully read those terms of use regarding the impact on your privacy rights and intellectual property rights. If you have any questions regarding those terms of use or the impact on the class, you are encouraged to ask the instructor prior to the add/drop deadline.