

16-697		MRSD Business Seminar I						Ver. 4; 07-31-13	
FRIDAY 10:00-13:20 NSH 1305		Course Module	Hrs	Week	Date(s)	Source	Name		
Pre-Semester 9 - 5 PM NSH 1305	Introduction	MRSD Business Seminar Course -Overview	3	0	TUE-AM 20-Aug	RI 9:00 AM	Faculty	Hagen Schempf	
	DATED 1 WEEK Bkwrds to fit Syllabus Class Held during IMMIGRATION WEEK								
	Communication Skills	Hands-on Practicum	3	0	TUE-PM 20-Aug	Tepper 1:30 PM	Faculty	Evelyn Pierce	
	DATED 1 WEEK Bkwrds to fit Syllabus								
	Leadership, Interpersonal Management and Organizations				WED/THU-AM	Tepper	DATED 1 WEEK Bkwrds to fit Syllabus		
		Teams and Team Building	3	0	21-Aug	9:00 AM	Faculty	Mark Fichman	
		Individual and Group Decision-Making	3	0	22-Aug	9:00 AM		Mark Fichman	
FALL	Business Opportunity Analysis and Feasibility					Tepper			
		Business Models, Lean Startup & Agile Methodologies, Elevator Pitch	3	1	30-Aug		Faculty	Dave Mawhinney	
		Opportunity Sources & Value Creation; Sustainable/Disruptive Innovation	1.5	2	6-Sep		Adjunct	W. Courtright	
		Timing and Fit (S-curves, life-cycle/-timing, etc.); Project/Product or Company	1.5	2	6-Sep			W. Courtright	
	Marketing Strategy					Tepper	Faculty	J. Mather	
		Market Identification and Product Positioning/ Differentiation	3	3	13-Sep		Faculty	H. Schempf	
		Marketing Case Study - Handout, Guidelines and Presentation Requirements	0.5	3	13-Sep				
		Product Configuration & Market Research	3	4	20-Sep				
	Case-Study: Marketing					Tepper	Faculty	J. Mather	
		Student Presentation and Class Discussion	3	5	27-Sep		Faculty	H. Schempf	
	Innovation Management					Tepper			
		Innovation (Design Thinking and intro to Needs-driven Innovation)	3	6	4-Oct		Faculty	A. Boni	
		Innovation Case Study - Handout, Guidelines and Presentation Requirements	0.5	6	4-Oct				
		Innovation Processes (Disruptive, Sustained, Open, etc.)	3	7	11-Oct		Faculty	A. Boni	
	18-Oct <-- MID-SEMESTER BREAK - October 18th								
	Case-Study: Innovation					Tepper	Faculty	A. Boni	
		Student Presentation and Class Discussion	3	8	25-Oct		Faculty	H. Schempf	
	Project Management					RI	Faculty	H. Schempf	
		Project-Management Essentials - Trial by Fire	3	9	1-Nov				
		Project-Gantt Chart Assignment	0.5	9	1-Nov				
	Accounting & Finance - Preview					Tepper	Faculty	Tepper - TBD	
		Accounting and Finance Essentials	3	10	8-Nov	RI	Faculty	Hagen et al	
	Communications Lab & Progress Reporting - Preview					Tepper	Faculty	E. Pierce, J. Mather, A. Boni	
		Team-based Coaching & Guidance	3.5	11	15-Nov	RI	Faculty	H. Schempf	
		PPT Pres.: Where R U? Follow-on Plans?							
	Leadership, Interpersonal Management and Organizations					Tepper			
		Interpersonal Communication and Negotiations	3	12	22-Nov			Mark Fichman	
29-Nov <-- THXGIVING BREAK - Nov. 29th									
Project Management - Gantt-Chart Review					RI				
	Project- & Business Gantt-Chart Review & Feedback	2	13	6-Dec		Faculty	H. Schempf		
	Overview of Technical/Business/Management Lessons Learned	1.5	13	6-Dec					
Final Reporting - Feasibility Analysis Report					Tepper	Faculty	Invited		
	End-of-Semester-Summary Presentation by Teams	3.5	14	13-Dec	RI	Faculty	H. Schempf, J. Dolan. M. Bergerman		
	FEASIBILITY Report due by 12:00 AM				Other	Industry	Industry Representatives		
Final Grades Due (THU by 4 PM)			-	-	19-Dec	RI	Faculty	H. Schempf	