MSE Practicum – ENT 6930

Spring Semester 2017 – Section 01B6

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Text: None required but many suggested.

Course Description and Objectives:

Becoming an effective entrepreneur is about practice. MSE Practicum course is designed as a platform for you to improve one or more of the following:

- Strengthen your Entrepreneurial Mindset and become more comfortable with the 13 Entrepreneurial Competencies through experiential learning opportunities.
- Move your business concept toward a business plan.
- Move your business plan toward a viable business.

This class will be a mix of:

- Guest Speakers
- Field Trips
- Interventions
- Topical Discussions
- Panel Discussions
- One-on-one meetings with EIC advisors

There are no tests or final exams. Grades will be based on participation and deliverables. Participation points are awarded for class and event attendance, being involved in class discussions, and extracurricular. Deliverable points are awarded based on evidence supporting the successful completion of your Track (discussed below).

Because not all student are in the same section of development, MSE Practicum allows for a less structured and typical class experience. There will be field trips to a variety of businesses, guest speakers, brainstorming sessions, and one-on-one meetings. While class hours are posted, it will be necessary to refer to Canvas for upcoming requirements as we will not always have a formal class.

Options for a successful completion of the course:

In addition to required attendance of all scheduled class events, there are three available tracks for successful completion and a grade in this course.

Track 1.

    a. Find a local start-up and complete 40 hours of internship work over the course of a semester. Gainesville has a thriving and growing startup community. This offers you to gain first-hand knowledge of how they operate, establish company culture, grow, and sometimes just survive. If you do not have a business concept, business plan, or intend on pursuing a career in startups instead of launching your own company, this is the option for you.

    b. Take part in the Community Consulting Project. See Dr. Morris for more details.

Track 2.

If you have a concept but need help moving forward choose this option. Three (3) of the following criteria must be met to fulfill this track, the more you do the more you learn.

1.	Conceive the idea	- Real or Imaginary? - Write as detailed a description as possible - Draw pictures/tell a story
2.	Research	Find out all you can about your: - Competition - Industry - Market ???
3.	A complete snap shot of the business that surrounds your concept.	- Culture Map - Value Proposition Canvas - A Customer Experience Map - An Employee Experience Map
4.	Examine the viability?	Is this a pipe dream? Does the technology exist? - Research - Surveys - Identify competition - Build a quick prototype

5.	A completed Business Model Canvas	http://www.businessmodelgeneration.com/canvas/bmc
6.	Design the process	Provide maps for how your product or service will make its way through the following: • Manufacturing process: (A service will not have this step.) Trace the steps from raw material to product. Will you have to have special equipment? Can you outsource easily or would you prefer to build it yourself? • Distribution process: How will you get your product or service in front of a customer? • Sales process: What will it look and feel like from 1st contact to completed sale? What happens after the sale?
7.	Build a working prototype and then test it.	What will your product or service actually look like? A prototype is the first physical depiction of a product or service. It's needed to test the merits and usability of a product or service and get substantive feedback. A product prototype is the first physical manifestation of a new product, often in a crude or preliminary form. The idea is to solicit feedback and then iterate. A service prototype is a representation of what the service will be like and how it will be experienced by the customer. For example, a service prototype for a Web-based company might consist of a preliminary or beta version of the site, with sufficient functionality built into the site for users to test the site and report their experiences. Get creative with your testing and try several angles. Examples: • Mock trials • Class critique • Put it in the customer's hands • Make different variations
8.	Design and build an MPV	Minimum Viable Product: *that version of a new product which allows a team to collect the maximum amount of validated learning about the customer with the least effort*.
9.	Test the waters	The first MVP is never, ever market ready. Test, talk, and tack. What changes will you need to make to your Business Model Canvas with the data you have collected from this step?

		• Take your MVP around campus, to a farmers market, place it on Etsy, start a services offered page on FaceBook… • Put up a website with store • Use the information gathered from talking to your customers to improve your product or service. • Make a professional video that serves as a product demo and try a fund-raise on Kickstarter or… get creative.
10.	Open Category	Come up with an idea and get approval.

Track 3.

If you have a business plan your experience will be more of a work/study class. Besides the required speakers and associated meetings you will be expected to meet at least three (3) of the following:

1.	Get some help	No one does this alone. What resources (human capital) do you need to make this happen? • Build a team • Establish an official mentorship • Create a Board of Advisors • Build a relationship with industry experts • Get accepted into an incubator
2.	Establish a formal mentorship	Find someone (or multiples) related to your industry who is/are willing to help guide you.
3.	Find a logo	Branding is key to any business and the logo is your first point of contact with your customer. Identify and make use of resources available design your company's logo.
4.	Create an Entity	Decide which business entity best fits your company (S-Corp, C-Corp, B-Corp, Non-Profit) and register with all necessary Federal, State, and Local agencies as is necessary for creation of a legal business entity.
5.	Establish Board	What will be best? • Board of Directors • Board of Advisors
6.	Begin to Market	It is up to you as to what this looks like. It could be a simple blog to reach out to your network about how your product or service is coming along all the way to a nationwide, high dollar blitz. Of course we recommend you "Think Strategically and act like a Guerilla!"

7.	Manufacture and build inventory.	Use the resources around you, build an inventory, refine your processes and procedures, and create all the tools necessary to make sales. Move from prototype to product.
8.	Raise Capital	How are you going to raise the money? • Bootstrap • Customer funded • Crowd fund • Investor • Partnership Time to get creative and make it happen.
9.	Make a Sale	Sounds easy, right? • How will you set your price? • Do your backend processes flow? • What do your customers say
10.	Open Category	Come up with an idea and get approval

Final Presentations and Deliverables:

This course culminates with a 5 minute presentation in lieu of a final exam. The style of presentation is up to the presenter; pitch, status report, slides/no slides… Just make it interesting and informative. The Deliverables should take the shape of a concise report outlining:

A. The internship – responsibilities, actions, accomplishments, and signed letter on company letterhead from your supervisor in support of your 40 hours served.
B. Track 2 – Description of the 3 (minimum) areas of attack and evidence to support each. Include copies of drawings, notes, pictures, or anything else that shows the progress you have made.
C. Track 3 – Same instructions as Track 2.

Think about the final presentation and deliverables in terms of a report you would present the investors in your new company on a quarterly basis or a supervisor in your dream job after the completion of your first solo assignment.

Course Grading:

Participation	10 opportunities x 5 points	50%
Deliverables	50 points	50%

Grading Scale (out of 100 points) will be as follows:

A 92 or more	B- 78 – 81.9	D+ 65 – 67.9
A- 88 – 91.9	C+ 75 – 77.9	D 62 – 64.9
B+ 85 – 87.9	C 72 – 74.9	D- 60 – 61.9
B 82 – 84.9	C- 68 – 71.9	E < 60

UF grade points are as follows: A (4.0), A- (3.67), B+ (3.33), B (3.0), B- (2.67), C+ (2.33), C (2.0), C- (1.67), D+ (1.33), D (1.0), D- (.67), E (0.0). Information on current UF grading policies can be found at: https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx

Course Schedule:

January 6	Welcome Luncheon for new MSE's
January 13	Launch Day / Jack Ryals from Jackson Stoneworks
January 27	Intervention
February 6 (Monday)	Improve Workshop
February 17	Innovation Hub
February 24	Silicon Valley Info/Planning Session
March 17	Woman's Symposium
March 24	Intervention
March 31	Jump StArt with Duane Bray from IDEO
April 14	Final Presentations

Additional Items:

ADA STATEMENT: *The University of Florida provides high-quality services to students with disabilities, and we encourage you to take advantage of them. Students with disabilities needing academic accommodations should 1) Register with and provide documentation to Disability Resources (http://www.dso.ufl.edu/drp/), and 2) Bring a letter to the instructor from this office indicating that you need academic accommodations. Please do this within the first week.*

ACADEMIC HONOR SYSTEM: *The Honor Code: We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity. Pledge: On all work submitted for credit by students of the University of Florida, the*

following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment."

Please note that violations of this Academic Honor System will not be tolerated. Specifically, I will rigorously pursue incidents of academic dishonesty of any type. Before submitting any work, please read the policies about academic honesty and ask me to clarify any of its expectations you do not understand (http://www.dso.ufl.edu/judicial).

ATTENDANCE POLICIES:

Make-up assignments will only be given to those students who provide appropriate evidence of legitimate conflicts which caused missing an assignment or who have received prior approval to miss an assignment. Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found in the online catalog at: https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx.

Absences:

Students are responsible for satisfying all academic objectives as defined by the instructor. Absences count from the first class meeting.

In general, acceptable reasons for absence from class include illness, serious family emergencies, special curricular requirements (e.g., judging trips, field trips, professional conferences), military obligation, severe weather conditions, religious holidays and participation in official university activities such as music performances, athletic competition or debate. Absences from class for court-imposed legal obligations (e.g., jury duty or subpoena) will be excused.

You cannot attend classes unless you are registered officially or approved to audit with evidence of having paid audit fees. The Office of the University Registrar provides official class rolls to instructors.

If you do not attend at least one of the first two class meetings of the course, and you have not contacted the department to indicate your intent, you can be dropped from the course. You must not assume that you will be dropped, however, if you fail to attend the first few days of class. By posting a notice in the department office, the department will notify you if you have been dropped from the course or laboratory. You can request reinstatement on a space-available basis if you present documented evidence.

The university recognizes the right of the individual professor to make attendance mandatory. After due warning, professors can prohibit further attendance and subsequently assign a failing grade for excessive absences.

Religious Holidays:

The Florida Board of Education and state law govern university policy regarding observance of religious holidays. The following guidelines apply:

- *Students, upon prior notification to their instructors, shall be excused from class or other scheduled academic activity to observe a religious holy day of their faith.*

- *Students shall be permitted a reasonable amount of time to make up the material or activities covered in their absence.*
- *Students shall not be penalized due to absence from class or other scheduled academic activity because of religious observances.*

If a faculty member is informed of or is aware that a significant number of students are likely to be absent from class because of a religious observance, the faculty member should not schedule a major exam or other academic event at that time.

A student who is to be excused from class for a religious observance is not required to provide a second party certification of the reason for the absence. Furthermore, a student who believes that he or she has been unreasonably denied an education benefit due to religious beliefs or practices may seek redress through the student grievance procedure.

Illness Policy:

If you are absent from classes or examinations because of illness you should contact the professor. You should contact your college by the deadline to drop a course for medical reasons. After the college petition deadline, you can petition the University Committee on Student Petitions to drop a course for medical reasons. The university's policy regarding medical excuse from classes is maintained by the Student Health Care Center.

Twelve-Day Rule:

Students who participate in athletic or extracurricular activities are permitted to be absent 12 scholastic days per semester without penalty. (A scholastic day is any day on which regular class work is scheduled.) Instructors must be flexible when scheduling exams or other class assignments.

The 12-day rule applies to individual students participating on athletic or scholastic teams. Consequently, a group's schedule that requires absence of more than 12 days should be adjusted so that no student is absent from campus more than 12 scholastic days.

If you previously have been warned about absences or unsatisfactory work you should not incur additional absences, even if you have not been absent 12 scholastic days. It is your responsibility to maintain satisfactory academic performance and attendance.

OTHER POLICIES:

In addition, students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online at https://evaluations.ufl.edu. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at https://evaluations.ufl.edu.

Finally, in the event a student needs access to university counseling services and mental health services, they may contact: 392-1575, or http://www.counseling.ufl.edu/cwc/Default.aspx. For any additional emergencies students may contact University Police Department: 392-1111 or 911 for emergencies.