

UNIVERSITY OF WASHINGTON
Foster School of Business
ENTREPRENEURIAL DECISION MAKING
ENTRE 530
Winter 2016
T/Th 3:30 – 5:20pm in Paccar 395
Office hours T/Th 1:30 - 3:30pm in Paccar 416 by appointment only

Diane Legg
206-669-8129
DRenihan@UW.edu

COURSE DESCRIPTION

Entrepreneurial Decision Making provides an overview of the major decisions entrepreneurs have to make when starting and operating a business. Often these entrepreneurs are called to make decisions with little information and in times of great uncertainty. We will cover the startup lifecycle from idea generation to entry strategy, growth and exit. Classes will be a combination of lecture, guest speakers, discussion, and case study. In the spirit of entrepreneurship, the structure will be more fluid than standard.

Entrepreneurship is not a spectator sport, so be prepared to be present and have spirited discussions! Critical thinking, creativity, flexibility and openness are essential to success.

COURSE OBJECTIVES

1. Examine the kinds of decisions entrepreneurs face when starting and growing a business.
2. Explore how entrepreneurs deal with uncertainty and manage/mitigate risk.
3. Expand students' network within the entrepreneurial community.
4. Interact with local entrepreneurs and learn from their personal decision-making experiences.

REQUIRED MATERIALS

- **The Founder's Dilemmas**, Noam Wasserman

GRADING AND WRITTEN DELIVERABLES

Being an entrepreneur is about recognizing an opportunity and running with it. So is this class! Class participation is a key component to your success (25% of your grade). If you are not present, you cannot participate. Be present, be prepared, have an opinion, and share it!

Your grade will be based on the following.

Assignment	Due Date	Weight
Daily participation	Daily	25%
Entrepreneurial Event Presentation	Thursday, 1/21	25%
Midterm	Thursday, 2/4	25%
Entrepreneur Interview Presentation	Tuesday, 3/10	25%
Total		100%

ASSIGNMENTS

Date	Topic	Assignment	Guest/Case Discussion
T, 1/5	Introduction	N/A	N/A
Th, 1/7	What is Risk?	N/A	N/A
T, 1/12	Getting Perspective	Read <u>The Natural-Born Entrepreneur</u>	Discuss <u>The Natural-Born Entrepreneur</u>
Th, 1/14	Villains of Decision Making	Read Chapter 2, Career Dilemmas	Entrepreneur TBD
T, 1/19	Villains continued	Read Chapter 3, The Solo-verses-Team Dilemma	Entrepreneur TBD
Th, 1/21	ENTREPRENEURIAL EVENT	Turn in a 1-page summary of a local entrepreneurial event you attended.	Presentation of events attended
T, 1/26	Avoid a Narrow Frame	Prepare “Playing With Fire at Sittercity”	Discuss “Playing With Fire at Sittercity”
Th, 1/28	Multitrack	Read Chapter 4, Relationship Dilemmas	Entrepreneur TBD
T, 2/2	Someone Who’s Solved It	Read Chapter 5, Role Dilemmas	Entrepreneur TBD

Th 2/4	MIDTERM	N/A	N/A
T, 2/9	Consider the Opposite	Prepare “ Evan Williams: Blogger to Odeo ”	Discuss “ Evan Williams: Blogger to Odeo ”
Th, 2/11	Zoom Out, Zoom In	Identify the local entrepreneur you will interview. Prepare “ Savage Beast ”	Case discussion: “ Savage Beast ”
T, 2/16	CANCELLED	N/A	N/A
Th, 2/18	Ooch	Read Chapter 6, Reward Dilemmas	Entrepreneur TBD
T, 2/23	Overcome Emotion	Read Chapter 8, Hiring Dilemmas Prepare “ Negotiating Equity Splits at UpDown ”	Discuss “ Negotiating Equity Splits at UpDown ”
Th, 2/25	Honor Core Priorities	N/A	Entrepreneur TBD
T, 3/1	Bookend the Future	Read Chapter 9, Investor Dilemmas	Entrepreneur TBD
Th, 3/3	Set a Tripwire	Read Chapter 10, Failure, Success, and Founder-CEO Succession	Entrepreneur TBD
T, 3/8	Trust the Process	Read Chapter 11, Wealth versus Control Dilemmas	Entrepreneur TBD

Th, 3/10	ENTREPRENEUR INTERVIEWS	Present a 1-slide analysis of your local interview.	Student presentations
-----------------	------------------------------------	---	--------------------------