

Course Overview & Syllabus

Last updated September 29, 2023

Course Name & Number: ENTRE 509 – Foundations of Entrepreneurship

Quarter Autumn 2023

Start & End Dates 10/2/2023 – 10/30/2023 (5 sessions)

Credits 2 credits

Course Overview

The course objectives are to develop an awareness and understanding of the range, scope, and complexity of issues involved in startups, and to gain insight into how entrepreneurs effectively conceive, adapt, and execute strategies to create new enterprises. The course will be taught through readings, discussions, and supplemented with lectures and guest speakers. During the course, the participants will be placed in the role of an entrepreneur and asked to address issues related to new venture creation.

The goal is for you to leave this course better able to evaluate entrepreneurial ideas, to understand how to get going on an idea, and to be aware of the process for raising seed funding. You will also build your professional network by hearing from a number of guest speakers.

Instructional Team

Chris Primack Metcalfe

Pronouns: he/him

Affiliate Instructor in Entrepreneurship

Michael G. Foster School of Business,

University of Washington

Email: cmet@uw.edu

Office: Dempsey Hall 202E

Office Hours: by appointment via: <https://calendly.com/uw-cmet>[Links to an external site.](#)

Jatin Batra

Grader

Pronouns: he/him

MBA Student

Michael G. Foster School of Business, University of Washington

Email: jatin@uw.edu

Instructor Bio

I'm an entrepreneur and have experience across early stage finance, product marketing, and corporate strategy.

While an MBA student at Foster I started Korvata in 2014, which has created and licensed sustainability and manufacturing technologies to customers in the food, beverage and consumer packaged goods markets. Korvata's first product idea came from a customer pain point that I first learned about as a student in the Fall 2013 Environmental Innovation Practicum class, which was then taught by Deb Hagen-Lukens and since 2020 I've been an instructor of.

Before attending Foster, I co-founded a machine learning company called Versive (acquired by eSentire), served as a senior analyst at the early stage venture capital firm Atlas Venture, and senior product marketing manager at Isilon Systems (acquired by Dell EMC). I hold Bachelors degrees in Computer Science and Economics from the University of Pennsylvania, a Masters in Media Technology from the M.I.T. Media Lab and an MBA from the Foster School of Business.

Communication

Information regarding this course will be shared using Canvas Announcements. Please make sure that [Canvas notifications are enabled for you](#).

You can email me at cmet@uw.edu or message me through Canvas.

Office Hours

By appointment in-person or via zoom.

Support

Who should you contact?

- **Your Instructor, Christian Primack Metcalfe** (cmet@uw.edu): Questions regarding course content, Canvas, grading, startup ideas, class sessions, etc.

Overview of Course Content:

| Topic | Class Date |
|--|--|
| Module 1: Intro to Entrepreneurship | Monday, October 2, 2023 6PM - 9:20 PM |
| Module 2: Motivation, Discovery, Validation, and Requirements Gathering | Monday, October 9, 2023 6PM - 9:20 PM |
| Module 3: Business Models, and Go To Market (GTM) Strategies | Monday, October 16, 2023 6PM - 9:20 PM |
| Module 4: Market Sizing, Competitive Research | Monday, October 23, 2023 6PM - 9:20 PM |
| Module 5: Pitching, Raising Money, IP Protection, Recruiting, and Course Wrap-up | Monday, October 30, 2023 6PM - 9:20 PM |

In accordance with UW's [Student Governance and Policies Scholastic Regulations](#)[Links to an external site.](#) translation between numeric grades and letter grades for this course is as follows:

| Letter Grade | Numerical Grade-Point Equivalent | Explanation |
|--------------|----------------------------------|-------------|
| A | 4.0-3.9 | Honor |
| A- | 3.8-3.5 | |
| B+ | 3.4-3.2 | |
| B | 3.1-2.9 | Good |
| B- | 2.8-2.5 | |
| C+ | 2.4-2.2 | |

| | | |
|----------|---------|---|
| C | 2.1-1.9 | Medium |
| C- | 1.8-1.5 | |
| D+ | 1.4-1.2 | |
| D | 1.1-0.9 | Poor (low pass) |
| D- | 0.8-0.7 | |
| E (or F) | 0.6-0.0 | Failure or other than official withdrawal |

Communications Guidelines

Please do not hesitate to contact me with any questions or concerns you may have regarding your learning experience in this course. Email is the most efficient method of communication, whether exchange ideas, resolve uncertainties, or to set up a time to meet or talk on the phone.

Email and Internet

UW Email and the Canvas Discussion Forums in this course are the official means of communication for this class. Students are expected to read and act upon email in a timely fashion. Students should check their email regularly along with the Announcements section of this course. All instructor correspondence will be sent to your @uw.edu email account.

Course Structure and Format

Course Time Commitment

This 2-credit course requires approximately 2 – 3 hours of work per class. Please expect to spend more time for the portions that include larger assignments or that require meeting with outside people.

Delivery Method

All classes are delivered in-person and follow the schedule provided on the canvas calendar. This course uses Canvas for the facilitation of communications between faculty and students, posting course materials and activities, submission of assignments, and posting of grades.

Readings

This course includes selected readings as listed on Canvas under the [module](#) for each class.

Grading Policies

Submitting Assignments

All deliverables are due via Canvas by 11:59pm PT on each due date. Please include the name of all group members on each assignment, and only one group member should submit group assignments to Canvas.

Late or Missed Assignments

If possible, please notify the instructor before an assignment is due if you require extra time.

Grading Procedure

Assignments will be graded in a holistic manner based on the extent to which they fulfill assignment requirements and adhere to deadlines and on their quality relative to the other submissions from the class. Grades will be posted in the gradebook on the course site.

Per Foster School of Business policy, the target median for elective courses in Foster MBA Programs is 3.5 with a range of 3.4-3.6 based upon the class's performance relative to historical standards.

If you believe there has been an error in how your assignment has been graded you can email the instructor to request that it be re-graded.

Class Participation

The expectation is that everyone will make a meaningful contribution to both group projects and class participation.

For the group project, each member will complete a confidential peer evaluation regarding each team member's contributions. This form will be available on Canvas in the final week of the course and is due by the Sunday after our last class.

For class participation I will make notes of each classroom session regarding each student's engagement in class discussions and their case and reading preparedness. To be clear, the emphasis is on the quality of engagement, not the quantity. The best comments will advance class discussion and push thinking in new directions. Comments that are not respectful of classmates or show poor preparation will negatively affect class participation.

If a student is not contributing to their team's project, and/or is consistently negatively impacting team effectiveness (and all reasonable efforts to correct the situation have failed) as instructor I reserve the right to move that student to their own team. In

the exceedingly rare event this is necessary, the impacted student will be required to complete their own group assignment to receive credit for this course.

Incompletes

An Incomplete may be given only when the student has been in attendance and has done satisfactory work to within two weeks of the end of the quarter and has furnished proof to the instructor that the work cannot be completed because of illness or other circumstances beyond the student's control.

Honor Code

To maximize the student learning experience, the work you submit must be your own. Other than working with fellow team members in accordance with the boundaries outlined below, please do not seek or consider outside sources of information in preparing deliverables for this course. This includes students currently or formerly enrolled in the course as well as others outside Foster.

The Academic misconduct policy prohibits students from turning in papers that they didn't write without proper citation. This means that any use of AI generated essay writers, such as ChatGPT, must be cited. Use of AI generated content without a proper citation will be considered a violation of the honor code.

Class Attendance

Student participation in the classroom plays a key role in the learning experience. Consequently, punctuality and regular attendance are expected.

All sessions will be recorded using Zoom, recordings from which are generally available within one business days after each class. If you are sick, traveling, or unable to attend class please kindly inform your instructor by email or via Canvas message.

Course Policies

Academic Integrity and Student Conduct

This program employs the principles and procedures espoused by the University of Washington Community Standards and Student Conduct guidelines to maintain academic integrity in the course. The Code establishes the expectation that students will practice high standards of professional honesty and integrity. Implementation of the Code at the Foster School of Business prohibits cheating, attempted cheating, and plagiarism, including improper citations of source material, as it pertains to academic

work. Suspected violations will be handled in compliance with the University of Washington Student Conduct Code as outlined in Washington Administrative Code 478-121.

Access and Accommodations

Your experience in this class is important. If you have already established accommodations with the UW Disability Resources for Students (DRS) Office, please communicate your approved accommodations to me at your earliest convenience so we can discuss your needs in this course. If you have not yet established services through DRS, but have a temporary health condition or permanent disability that requires accommodations (conditions include but not limited to; mental health, attention-related, learning, vision, hearing, physical or health impacts), you are welcome to contact DRS at 206-543-8924 or uwdrs@uw.edu or disability.uw.edu. DRS offers resources and coordinates reasonable accommodations for students with disabilities and/or temporary health conditions. Reasonable accommodations are established through an interactive process between you, your instructor(s) and DRS. It is the policy and practice of the University of Washington to create inclusive and accessible learning environments consistent with federal and state law.

Religious Accommodations

Washington state law requires that UW develop a policy for accommodation of student absences or significant hardship due to reasons of faith or conscience, or for organized religious activities. The UW's policy, including more information about how to request an accommodation, is available at Religious Accommodations Policy.

Accommodations must be requested within the first two weeks of this course using the Religious Accommodations Request form..

Course Evaluation

Course evaluations are done at the end of the quarter during a predetermined period. Students will have 24-48 hours to complete their course evaluation, which is delivered digitally from the UW Office of Educational Assessment. I encourage each of you to complete your course evaluation and will carefully review all feedback. (If you have feedback along the way please don't be shy and wait for the end of quarter evaluation! Feedback is appreciated and acted upon). All evaluations are anonymous and are used to make improvements to the course, and are included in a faculty member's annual review. It is important to complete the evaluations and provide your honest assessment both in the quantitative and qualitative measures.

I will also conduct an anonymous course evaluation half way through the quarter using Canvas. If there is something you really like, or wish was better about the course, or if there's something that I can do to help you better learn the material please don't hesitate to let me know!