



SYLLABUS

Course Title:	Life as an Entrepreneur
Course Number:	MBA 294
Units:	1
Student Coordinator:	2 MBA Student coordinators
Instructor:	Faculty Sponsor
Meeting Days / Time:	One day per week, 2 hour session
Prerequisite(s):	First year MBAs
Class Format:	Guest Lectures

Course Purpose and Objectives

This 1 unit course has been put together by the Haas Entrepreneur's Association to provide first-year MBAs with a high-level survey of the field of Entrepreneurship. Prominent entrepreneurs from organizations at various stages of development and representing a broad range of industries and topics provide students with perspectives on opportunity recognition, becoming an entrepreneur, starting and growing a company. Entrepreneurs speak on how they came to create their organizations and the lessons they learned. This course is for both aspiring entrepreneurs as well as those simply interested in learning more about the field. The course does not teach you how to be an entrepreneur, but it aims to inspire you and give you a perspective on what life as an entrepreneur is like. If you hope to start a company while you are at Berkeley, this course will help you prepare to fully-utilize the resources available at Berkeley and maximize your potential for success.

Those resources at Berkeley include:

- Classes in entrepreneurship
- Classes that provide opportunities for related project work
- Berkeley Entrepreneurs Forum speaker series and networking hours
- Berkeley Entrepreneurship Lab (incubator)
- Business Plan Competitions (Berkeley, Global Social and Global Technology)
- Venture Capital and Entrepreneurial Roundtables

At the end of this lecture series you will have a broad understanding of entrepreneurship and how entrepreneurship happens on campus. You will also know how to take advantage of all the educational and program related activities focused on entrepreneurship at the Lester Center, the Haas School of Business, the College of Engineering, Lawrence Berkeley Lab and the Berkeley community. You will also have the benefit to network with like-minded, entrepreneurial students from across the Berkeley community. Life as an Entrepreneur supports that networking to build and maintain the entrepreneurial spirit across the campus.

Teaching Methods

The course is a series of weekly lectures by a guest speaker. Lectures are preceded by information about programs and activities at Berkeley focused on entrepreneurship. After each lecture we will have a private dinner at the Faculty Club (sponsored by the Lester Center) for which students can sign up (one dinner per student per semester). At dinner the speakers often become more informal and give deeper insight in what it takes to become an entrepreneur, as well as in their (and their family's) beliefs and fears. It also provides a venue for class participants to ask specific questions to the guests.

Deliverables and Requirements

To receive a passing grade, students must:

- Submit in advance, questions for the upcoming week's speaker
- Submit brief feedback and comments on each week's speaker
- Attend at least 3 of 4 Berkeley Entrepreneur's Forum events in the Fall

Deliverables will be submitted online at the course website.

Required Readings and Materials

There are no required readings. Before each lecture, information on the next week's speaker will be provided. Optional readings may be assigned or provided for the following week's lecture.

Evaluation and Grading

The course will be graded satisfactory/unsatisfactory. Grading is based on class attendance, submission of speaker feedback, questions for the next speaker, and attendance of at least 3 Berkeley Entrepreneur's Forum event in the Fall semester.

Schedule

Classes are scheduled from 6-8 in the evening, with dinner following at the Faculty Club.

Class	Topic
1	Entrepreneurship at Berkeley; Recent entrepreneurs panel (beginning)
2	Working on your company during the MBA program; becoming an entrepreneur; dealing with success
3	How engineers translate discovery to ventures; College of Engineering efforts to support entrepreneurship
4	Bootstrapping a company to success
5	Social Entrepreneurship – what is it and measuring impact
6	Financing and team – how to fund a company through the capital markets
7	VC Perspectives – panel of VCs give their perspective on the state of entrepreneurship in the region.
8	Entrepreneurship at Lawrence Berkeley National Lab – a local government lab focused on energy, materials and environment.
9	Closing lecture; Recent entrepreneurs panel (end)

Teaching Guide

Requirements: While it is important to obtain well-known speakers from the community, it is more important to help the speakers provide the right story to the students. Use a simple bulleted list of topics that you would like the speaker to cover.