

# ENTREPRENEURSHIP COURSES

## FALL 2009 COURSES

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**\*\*PLEASE NOTE: ALL COURSES LISTED ARE RELATED TO ENTREPRENEURSHIP. SOME COURSES LISTED HAVE NOT BEEN APPROVED FOR THE "PROGRAM IN ENTREPRENEURSHIP" AT THIS TIME. STUDENTS INTERESTED IN USING A NON-APPROVED COURSE TO FULFILL PROGRAM REQUIREMENTS CAN PETITION TO HAVE THE CLASS ADDED TO OUR COURSE APPROVAL LIST.**

COURSE	FRESHMAN	SOPHOMORE	JUNIOR	SENIOR	GRAD STUDENT
ENG 407 DISTINGUISHED INNOVATOR SPEAKER SERIES	X	X	X	X	X
ENG 408 PATENT LAW			X	X	X
SI 519/PUBPOL 688 INTELLECTUAL PROPERTY & INFORMATION LAW				X	X
IOE 422-001 ENTREPRENEURSHIP				X	
SI 663 ENTREPRENEURSHIP IN THE INFO INDUSTRY				X	X
ES 395 ENTREPRENEURIAL MANAGEMENT		X	X	X	
MO 324 MANAGING PROFESSIONAL RELATIONSHIPS		X	X		
ES 329 FINANCING RESEARCH COMMERCIALIZATION				X	X
EECS 498 CONSTRUCTING APPS FOR THE IPHONE			X	X	
ENG 490-094 ENTREPRENEURSHIP PRACTICUM	X	X	X	X	
BIOMEDE 599-001 GRADUATE BIOMEDICAL INNOVATIVE DESIGN					X
ENGR 521 CLEAN TECH ENTREPRENEURSHIP			X	X	X
ES 516 ENTREPRENEURSHIP VIA ACQUISITION					X
ES 520 CLEAN TECH VENTURE OPPORTUNITIES				X	X
ES 581 URBAN ENTREPRENEURSHIP					X
ES 615 NEW VENTURE CREATION					X
ES 623 VENTURE CAPITAL FINANCE					X
ES 624 PRIVATE EQUITY FINANCE					X

## SOCIAL ENTREPRENEURSHIP COURSES

COURSE	FRESHMAN	SOPHOMORE	JUNIOR	SENIOR	GRAD STUDENT
ENG 490: INTRODUCTION TO SOCIAL ENTREPRENEURSHIP	X	X	X	X	
SW 799-004 ADV TOPICS- SOCIAL ENTREPRENEURSHIP					X
STRATEGY 445 BASE OF THE PYRAMID			X	X	
BA 612: BUSINESS STRATEGIES FOR THE BASE OF THE PYRAMID					X

COURSES	DESCRIPTION
<p><b>ENG 407</b></p> <p><b>Distinguished Innovator Speaker Series (1 cr)</b></p> <p><b>3:00-4:00 F Stamps Auditorium</b></p> <p><b>Instructor: TBA</b></p>	<p>This seminar is designed to expose students to entrepreneurship in engineering through interaction with business leaders, venture capitalists, and attorneys, as well as individuals involved in emerging business models, new venture creation, and technology commercialization.</p> <p>While covering a broad set of engineering disciplines, guest speakers will share their knowledge on the latest, most diverse practices on legal, financial, and other management issues. The lectures include leading entrepreneurs and executives, technology innovators, experts from the financial markets, and others who support the entrepreneurial infrastructure.</p> <p>During the receptions following these seminars, students will be able to meet the guest speakers along with other members of the entrepreneurial community.</p>
<p><b>ENG 408 Patent Law (1 cr)</b></p> <p><b>TIME: 6:30-8PM MTWTHF 09/08/2009-09/18/2009</b></p> <p><b>Prerequisite: Junior or Senior Standing</b></p> <p><b>Instructor: Jeff Schox</b></p> <p><b>1014 DOW</b></p>	<p>Inventors and entrepreneurs have four concerns related to patent law: protecting inventions during product development, determining invention patentability, avoiding infringement, and leveraging a patent as a business asset. This course addresses these concerns through the application of case law and business cases to an intervention of the student's choice.</p>
<p><b>SI 519/PubPol 688 Intellectual Property &amp; Information Law (3 cr)</b></p> <p><b>Time 1-4PM Weill Hall</b></p> <p><b>311 WH</b></p> <p><b>Instructor: Bryce Pilz</b></p>	<p>Intellectual property and information law issues are front and center in today's society like never before. This class will explore the following areas of the law: free speech, copyright law, patent law, trademark law, open source and creative commons licensing, defamation, privacy law, Internet governance, and cybercrime. This class will apply the foundational concepts from these areas of the law in order to explore: (1) the related and sometimes competing legal and policy frameworks for developing and disseminating ideas and expression in the Information Age; (2) how new technologies challenge existing law and policy; and (3) the effects of other legal considerations and values on the development and dissemination of ideas and information (such as security, privacy, government regulations, international considerations, competition, and the protection of minors). Due to the fluid nature of intellectual property and information law and policy, we will endeavor to integrate relevant current events into the classroom discussion.</p>
<p><b>IOE 422.001 Entrepreneurship (3 cr)</b></p> <p><b>Time 2:30-4:00 T/Th</b></p> <p><b>G906 COOL</b></p> <p><b>Instructor: Ken Ludwig</b></p>	<p>Prerequisite: Senior Standing. Not for graduate credit. I, II Engineering students will explore the dynamics of turning an innovative idea into a commercial venture in an increasingly global economy. Creating a business plan originating in an international setting will: challenge students to innovate; manage risk, stress and failure; confront ethical problems; question cultural assumptions; and closely simulate the realities of life as an entrepreneur.</p>
<p><b>SI 663 Entrepreneurship in the Information Industry</b></p> <p><b>Time 8:30AM - 11:30AM Monday</b></p> <p><b>311 WH</b></p> <p><b>Instructor: Victor Rosenberg</b></p>	<p>The course helps to prepare students to start businesses in the information industry or to work effectively in new start-up businesses. It discusses all the aspects of creating a business and expects students to develop an idea into a business plan that could be used to either guide the creation of the business or secure funding for a new business.</p>
<p><b>ES 395 Entrepreneurial Management (3cr)</b></p> <p><b>TIME: 2:30-4PM M/W</b></p> <p><b>R2230 BUS</b></p>	<p>This course is a pragmatic, "real-world" orientation to the entrepreneurial process of conceiving and implementing an idea for a new venture. It is intended for students who have strong aspirations to eventually develop their careers in the context of entrepreneurial firms.</p>

<p><b>Instructor: Leonard Middleton</b></p> <p><b>MO 324 Managing Professional Relationships (3 cr.)</b></p> <p><b>TIME: 1-2:30PM T/TH</b></p> <p><b>E1550 BUS</b></p> <p><b>Instructor: Wayne Baker</b></p>	<p>Thriving in business depends on more than technical skills and knowledge. You also need to manage relationships effectively. To be successful, you need to develop and manage a growing network of high-quality professional relationships with your multiple bosses, peers in your work group, a host of people throughout the organization, customers and clients, and others.</p>
<p><b>ES 329/FIN 629 Financing Research Commercialization (3 cr)</b></p> <p><b>Cross-listed with: FIN 329, FIN 629</b></p> <p><b>TIME: 7-10PM W</b></p> <p><b>Instructor: David Brophy</b></p>	<p>This course is a practicum, offering an opportunity to apply collective team work of a student/mentor alliance to building a launch pad for a technology-based venture. This course is open to Ross School MBA and BBA students as well as all UM graduate students. Student teams will work with mentors and principal investigators (PI) from UM faculty in the Medical School, College of Engineering and other divisions to build a business and marketing plan for a new technology or invention. Projects are based upon disclosures made to UM Office of Technology Transfer, other universities and industrial companies.</p>
<p><b>EECS 498 Constructing Applications for the iPhone and/or the Android Phone (3 cr)</b></p> <p><b>TIME: 2:00-3:30 M &amp; W 1123 LBME</b></p> <p><b>Instructor: Elliot Soloway</b></p>	<p>This seminar will be a project-oriented, software construction-focused course. We will design and build applications for the iPhone and/or the Android phone. Students will form project teams for the design and development effort. To better inform the design and development efforts, we will review key resources such as websites, blogs, articles, and books. In particular, to help contextualize the construction effort, we will use "The Art of the Start" by Guy Kawasaki as the core textbook in the course. The intent of the course is to produce commercially viable applications for either the iPhone or the Android phone.</p>
<p><b>ENG 490.094 Entrepreneurial Practicum/Independent Study (3 cr)</b></p> <p><b>Prerequisite: By application only.</b></p> <p><b>TIME: 9:00 - 10:00 a.m. F</b></p> <p><b>Location: 1008 EECS</b></p> <p><b>Instructor: Aileen Huang-Saad</b></p>	<p>This practicum focuses on entrepreneurial and hence product oriented work. The practicum is designed to gain first-hand experience in entrepreneurship by advancing an invention towards an entrepreneurial goal, or by getting involved in an entrepreneurial environment. The expected work volume of the practicum is estimated to be equivalent to 12-16 hours per week for a 14-week time-period. Students must apply to enroll in this course. <b>Applications (click here to download) are due by August 15, 2009. Please send to centerforentrepreneurship@umich.edu.</b></p>
<p><b>BME 599-001 Graduate Biomedical Innovative Design (7 cr)</b></p> <p><b>Prerequisite: Graduate Standing, Non-BME's need permission of instructor</b></p> <p><b>TIME: 1-3PM T/TH</b></p> <p><b>1121 LBME</b></p> <p><b>Instructor: Aileen Huang-Saad</b></p>	<p>A two semester course that encourages innovative design in biomedical engineering. It is an interactive course that stimulates students to explore their own solutions to biomedical challenges. Students experience the entire spectrum of innovative design, from concept inception to prototype design. The course challenges students to learn about the current state of the art, explore technical need for current challenges, and brainstorm new solutions with members of the medical community.</p>
<p><b>ENGR 521 Clean Tech Entrepreneurship (3 cr)</b></p> <p><b>TIME: 4-5:30 Tu/Th</b></p> <p><b>1121 LBME</b></p> <p><b>Instructors: Peter Adriaens and Tim Faley</b></p>	<p>In <b>CleanTech Entrepreneurship</b>, you will learn the strategy and financial tools that allow you to assess clean technology-based business opportunities, and to apply these tools to products and startup companies. Mixed science-MBA teams (MBA students join after Fall break) will work with real companies, take apart their business model and product positioning, rigorously assess the company's strategy, and reposition their products for sustainable differentiation.</p> <p>Top companies are considered for investment through the Frankel Commercialization Fund and the Wolverine Venture Fund. To date, two companies have received investment (Accio Energy, Environmental Operating Solutions). This course has recently drawn attention from news outlets such as Private Equity Magazine, The Detroit Free Press, and the Wall Street Journal.</p>

<p><b>ES 521: CleanTech Venture Opportunities (1.5 cr)</b></p> <p><b>TIME: 4:30-6PM T/TH</b></p> <p><b>R1230 BUS</b></p> <p><b>Instructors: Peter Adriaens &amp; Timothy Faley</b></p>	<p>CleanTech Venture Opportunities --- In 2006, CleanTech became the third-largest sector for venture investment (\$2.9 Bn), indicating the potential for economic growth in this technology innovation space. The growth in this area is primarily driven by investments in Energy, with lesser investment in Water, Transportation, Advanced Materials, Manufacturing and Agriculture. Clean technologies have the opportunity to deliver dramatic improvements in resource efficiency and productivity, creating more economic value with less energy and materials, or less waste and toxicity. CleanTech Entrepreneurship will focus on value creation in this space, with emphasis on how strategic business drivers (e.g. regulation, subsidy, and market valuation) influence innovation and investment, and how this may impact research hypotheses and needs. The perspective provides in this course will be valuable for students that are both looking to form or join startup companies as well as for those that are looking to create corporate value via industrial research.</p>
<p><b>ES 581 Urban Entrepreneurship (1.5 cr)</b></p> <p><b>TIME: 6:30-9:30 M 11/02/2009-12/15/2009</b></p> <p><b>R0240</b></p> <p><b>Instructor: William Pickard</b></p>	<p>This course addresses the specific challenges and opportunities to be found in urban areas, with special focus on entrepreneurship among ethnic-racial minorities and, particularly African Americans. The lectures, discussions, and presentations by urban and minority entrepreneurs will address issues of product design, marketing, access to capital and strategic targeting of business initiatives. Impacts of public and private policies, such as tax incentives and franchising methods will be considered.</p>
<p><b>ES 615 New Venture Creation (3 cr)</b></p> <p><b>TIME: 10:20-11:50AM M/W</b></p> <p><b>12:40-2:10PM M/W</b></p> <p><b>E0530 BUS</b></p> <p><b>Instructor: Price, James D</b></p>	<p>In this capstone course, students learn and apply powerful frameworks and methodologies that are useful not only for planning and launching entrepreneurial ventures, but for corporate new-business-development and new-market-entry as well. Real-world lessons from entrepreneurs and investors are supplemented by a semester-long team project that entails each 4- to 5-student team researching and developing a business plan and investor presentation for a different startup business concept, with the professor's coaching.</p>
<p><b>ES 623 Venture Capital Finance (1.5 cr)</b></p> <p><b>TIME 12:40-2:10PM TU/TH 09/08/2009 - 10/23/2009</b></p> <p><b>R2210 BUS</b></p> <p><b>TIME 7-10PM TU 09/08/2009 - 10/23/2009</b></p> <p><b>R2220 BUS</b></p> <p><b>Instructor: David Brophy</b></p>	<p>This course covers venture capital market structure and institutional arrangements and the application of financial theory and methods in a venture capital finance setting. It presents and applies the fundamentals of venture capital finance, employing "live" case studies to focus on financing startup and early stage, technology-based firms.</p>
<p><b>ES 624 Private Equity Finance (1.5 cr)</b></p> <p><b>TIME: 12:40-2:10PM TU/TH 11/02/2009-12/15/2009</b></p> <p><b>R2210 BUS</b></p> <p><b>Instructor: David Brophy</b></p>	<p>This course presents the fundamentals of private equity finance, focusing on financing mezzanine deals and buyout transactions. The course covers the private equity and buyout market structure, institutional arrangements and application of financial theory and methods in a private equity and buyout setting. The course covers four main aspects of private equity mezzanine investment and buyout transactions: valuation, deal structuring, governance, and harvesting. "Live" case studies are used to demonstrate the practical, hands-on application of techniques following their development in class.</p>
<p><b>ENG 490-096 Introduction to Social Entrepreneurship</b></p> <p><b>TIME: 10:30AM-12 F</b></p> <p><b>Location: 1012 EECS</b></p> <p><b>Aileen Huang-Saad, Brian Love, Nick Tobier</b></p>	<p>As the global economy rapidly evolves and the importance of co-creation, multicultural and interdisciplinary efforts becomes more evident, it is not surprising that the needs and interest of our students are changing. This course is meant as an on-ramp course for students interested in becoming involved in social enterprise while at the university or after. Students will have an opportunity to interact with university members across the university active in social enterprise, establishing an interdisciplinary community focused on social enterprise. Students will be exposed to real-life examples of successful social entrepreneurship projects and will also participate in a group project that could impact social change within the university.</p>
<p><b>SW 799-004 Advanced Topics in Macro Social Work-Social Entrepreneurship</b></p>	<p>Social Enterprise is a rapidly growing field/discipline which employs entrepreneurial skills to craft innovative responses to social needs. This course explores current trends which are creating space for innovation and opportunities for individuals with management skills and a commitment to</p>

<p><b>TIME: 6-9PM T/TH Oct. 27, 29 Nov. 3, 5, &amp; 10</b></p> <p><b>Instructor: Ashley Zwick</b></p>	<p>social justice to drive positive and large scale social change. We will explore the major opportunities and challenges presented by social enterprise through examining a variety of models ranging from social purpose business to nonprofits launching and running revenue generating enterprises. We will look at both domestic and international examples.</p>												
<p><b>STRATEGY 445 Base of the Pyramid (3 cr)</b></p> <p><b>TIMES &amp; Locations:</b></p> <table border="1" data-bbox="73 432 730 590"> <tr> <td>TuTh 1:00PM - 2:30PM</td> <td>R0320 BUS</td> <td>09/08/2009 - 12/14/2009</td> </tr> <tr> <td>Fr 9:00AM - 12:00PM</td> <td>R0320 BUS</td> <td>09/18/2009 - 09/19/2009</td> </tr> <tr> <td>Fr 9:00AM - 12:00PM</td> <td>E1405 BUS</td> <td>10/09/2009 - 10/10/2009</td> </tr> <tr> <td>Fr 9:00AM - 12:00PM</td> <td>R0320 BUS</td> <td>10/23/2009 - 10/24/2009</td> </tr> </table> <p><b>Instructor: Michael Gordon</b></p>	TuTh 1:00PM - 2:30PM	R0320 BUS	09/08/2009 - 12/14/2009	Fr 9:00AM - 12:00PM	R0320 BUS	09/18/2009 - 09/19/2009	Fr 9:00AM - 12:00PM	E1405 BUS	10/09/2009 - 10/10/2009	Fr 9:00AM - 12:00PM	R0320 BUS	10/23/2009 - 10/24/2009	<p>Base of the Pyramid: Business Innovation for Solving Society's Problems --- In every country there are people who are very poor by either absolute or relative standards. These individuals at the economic "bottom of the pyramid" lack adequate income, health care, educational opportunities, etc. This course focuses on how business can serve the poor by remedying these conditions and make handsome profits while doing so.</p>
TuTh 1:00PM - 2:30PM	R0320 BUS	09/08/2009 - 12/14/2009											
Fr 9:00AM - 12:00PM	R0320 BUS	09/18/2009 - 09/19/2009											
Fr 9:00AM - 12:00PM	E1405 BUS	10/09/2009 - 10/10/2009											
Fr 9:00AM - 12:00PM	R0320 BUS	10/23/2009 - 10/24/2009											
<p><b>BA 612: Business Strategies for the Base of the Pyramid</b></p> <p><b>TIME: Fall B T/Th 12:40-2:10, (11/13, 12/4, 12/11)</b>  <b>Fall B T 6:30-9:30 (11/12, 12/3, 12/10)</b></p> <p><b>Location: TBD</b></p> <p><b>Instructor: Ted London</b></p>	<p>In this course, we will focus on the growing interest in exploring new poverty alleviation perspectives and the increasing appreciation of a larger role for market-based ventures in serving the needs of the poor. My goal is to provide you with practical tools and frameworks for developing and evaluating business approaches that can productively address unmet societal needs for those at the base of the economic pyramid (BoP). Using carefully developed case studies, we will apply these tools/frameworks to companies, non-profits, and development agencies operating in Asia, Africa, and Latin America.</p> <p>To help students gain a first-hand understanding of on-going work in the field, I incorporate two three-hour lab sessions as a core element of the course. For each of these meetings, I invite experts involved with BoP ventures from around the world to serve as guest speakers who discuss real-time challenges their organizations are currently facing. Past participants in these interactive sessions have included Sebastian Fries from Pfizer, Vijay Sharma from Unilever in India, Hector Ureta from CEMEX in Mexico, and Late Lawson from CARE.</p>												