



Syllabus

MNGT 372 – Innovation and Business Models (3 credits)

Fall Semester 2019

M & W 12:30 – 1:45

Instructor: Danielle Campeau, MBA
Offices: 221 South Hall
Office Phone: 715-425-4775
Office Hours: M & W 11:50 am – 12:30 pm
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Course Prerequisites: None

Technological prerequisite: Basic knowledge of Canvas, Microsoft Office (or similar tool)

Required Texts: Osterwalder, A., Pigneur, Y., In Clark, T., & Smith, A. (2010). *Business model generation: A handbook for visionaries, game changers, and challengers*.

College of Business and Economics Mission Statement: The primary mission of the College of Business & Economics is to provide high quality undergraduate programs grounded in the liberal arts, a high quality Master of Business Administration Program, and business outreach services to the Greater St. Croix Valley region.

College of Business and Economics Learning Outcomes: College of Business and Economics learning outcomes are posted to the Assessment Section of the College's webpage:
<http://www.uwrf.edu/CBE/AssuranceofLearning/Index.cfm>

Course Web Site: Access the MNGT 372 web site through the link to Canvas on UWRF's home page.

Course Description: This course introduces the student to a structured methodology to create and test business models. The student will learn to work with ideas and produce results faster and more efficiently by working and adapting the business model through iterative processes. Students are asked to design a solution to address a problem, and develop a business model with an emphasis on product/market fit.

Learning Objectives: At the completion of this courses, students will be able to:

- ✓ Identify a problem for which an innovative business solution can be created
- ✓ Develop hypotheses within the nine constructs of the business model canvas
- ✓ Conduct unbiased tests of the business model assumptions
- ✓ Utilize the business model canvas to summarize the lessons learned and iterations of the business model
- ✓ Evaluate and present the viability of the innovative solution



Grade Breakdown

Activity	Points
Weekly presentations	110
Feedback discussions	100
Assignments	40
Final poster presentation	100
Total	350

90-100% A 80-89% B 70-79% C 60-69% D 0-59% F

Key Graded Items

Weekly presentations: Each group will be required to provide presentations during most weeks. All group members should conduct a minimum of one interview per person with a minimum of 5 interviews per team. All group members are expected to speak during each presentation. Presentations should focus on what the group members learned from the interviews and can be given via PowerPoint, Prezi, Handout, or other appropriate medium. Each presentation should include the assumptions made on the business model canvas and whether those assumptions were validated or not. 10 points each.

Feedback discussions: You will be required to provide feedback to each group following their weekly presentations. Feedback can include a positive comments, something they should focus on, a suggested resource they may consider looking into, a question they should ask next or general advice on their next steps. This feedback is critical to help teams formulate where they should go next. 10 points each.

Assignments: Various assignments including reflections or maps will be required throughout the semester. All assignments must be uploaded to the appropriate discussion section or otherwise indicated area in Canvas. 10 points each.

Final Poster Presentation: All groups will be required to attend the URSCA Fall Gala to present their final business model canvas and minimum viable products. Business professional dress is expected. The group will be required to prepare a “pitch” of their business model and answer any questions from visitors to their poster. Groups will need to register for the Fall Gala and utilize campus resources to print their poster. 50 points.

Extra Credit Opportunities:

- Strategic planning session: Attend the student strategic planning session on 9/13 at 2 pm in the Falcon’s Nest. 5 points.
- Career Treks: Attend a Career Trek site visit. 5 points
- Career Fair: Attend the Career Fair on 10/7 or 10/8. 5 points

Important University Policies

The University of Wisconsin-River Falls strives to maintain our campus as a place of work and study for faculty, staff, and students that is free of all forms of prohibited discrimination and harassment. If you have concerns about such behavior, contact your instructor, the Office of Student Conduct and Community Standards at 715-425-0720, or the Office of Equity, Diversity, and Inclusion at 715-425-3833. For a list of prohibited behaviors and protected classes or to report something that is inappropriate using an online process, please use this form: <http://www.uwrf.edu/EquityDiversityInclusion/incident.cfm>.



Participation by Students with Disabilities: The University of Wisconsin-River Falls welcomes students with disabilities into its educational programs, activities, residential halls, and everything else it offers. Those who will need academic adjustments or accommodations for a disability should contact the Ability Services Office at **715-425-0740**. Decisions to allow adjustments and accommodations are made by the Ability Services Office on the basis of clinical documentation that students provide to sufficiently indicate the nature of their situation.

Academic Misconduct: The university has a responsibility to promote academic honesty and integrity and to develop procedures to deal effectively with instances of academic dishonesty. Students are responsible for the honest completion and representation of their work, for the appropriate citation of sources, and for respect of others' academic endeavors. A more detailed description of **Student Academic Disciplinary Procedures** may be found in **Regents Policy Statements, UWS Chapter 14**.

Discrimination and Harassment: The UWRF promotes safe, inclusive and effective learning environments that protect the rights and support the interests of both students and faculty. For additional information regarding our inclusivity expectations, academic accommodations, academic conduct expectations and processes, and other syllabi information, please consult <http://go.uwrf.edu/Syllabi>.

Class Policies

Attendance and Participation: Research supports the concept that students who attend class regularly learn more and make better grades than those who do not attend class. Attendance of activities and classes are vital to this course. When you contribute to class discussions, your classmates can learn from you as you learn from them.

- Most of your grade is dependent upon class presentations and feedback to your classmates based upon information you are learning in class. As a result, attendance is critically important to obtaining a passing grade.
- Please come to class prepared with all of the reading, assignments, and reflections complete BEFORE each class.
- If you need to miss class, please let me know in advance.
- Do not arrive late to class, as you can be fired from a job for tardiness or lose a business opportunity if you are late to a meeting. If you arrive to class late, you may be counted absent and required to complete a missed class assignment.

Professional E-mail Etiquette

Professional e-mail is very different from casual e-mail or texting. Here are rules for writing a professional e-mail to the instructor of this course or other professional communication.

- Mind Your Manners: Make sure to say please and thank you; address people you do not know as Mr., Ms., or Dr., only address someone by first name if they imply it is okay to do so.
- Watch Your Tone: It is very difficult to express tone in writing. You want to come across as respectful, friendly, and approachable, not curt or demanding. Never use all capital letters. People may think you are screaming and it can also be difficult to read.
- Be Concise: Get to the point of your email as quickly as possible, include important details that will help your recipient answer your query.
- Be Professional: This means avoid abbreviations and emoticons (smiley faces). Make sure your email address is professional for business communication. Do not use slang.
- Use Correct Spelling and Proper Grammar: Do not rely on spell check as it will not catch words that are spelled correctly but are misused within the context of the sentence.



Source: JobWeb.com-Career development and job-search advice for new college graduates. National Association of Colleges and Employers, Bethlehem, PA

Submitting Assignments

All assignments are due prior to the start of class and turned in via Canvas. Detailed directions for each assignment will be handed out or described in class or on Canvas. Please follow the directions and answer all of the questions. Be sure to address the assignment in a concise, coherent manner. If you have questions, please ask! It is much better to ask a question for clarification than to complete the assignment incorrectly. All assignments submitted through Canvas must be submitted in a readable format: .doc or .docx in Word or in .html or .pdf in other programs. Grammar and basic writing quality will be considered in your grades. If you have questions about grammar, ask for help at the Writing Center.

All assignments with references need to include APA Style formatting (both with in-text citations and a reference page). Here is a helpful tool for you:

https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_style_introduction.html

Writing Quality: The quality of your writing will be assessed in everything that you submit; however, this is not an English composition course. If there are 5 noticeably blatant grammatical errors (i.e. not capitalizing words, run-on sentences, proper grammar, etc.), you will receive a 0 that assignment and not be able to make it up.

Electronics: Use of electronics is permitted in this class for work related to course topics and assignments. In many cases, student will be encouraged to utilize Canvas during class, access digital resources for research purposes and utilize the technology in the active learning classroom. However, students are expected to display digital citizenship by refraining from personal use of electronic devices during class sessions. Students found to be using electronic devices for personal use will be asked to discontinue use of the device and, if it continues, may lose points on assignments.

******Policy on Late Assignments******

- **Late assignments are docked 10% each day they are late (including weekends).**
- **No late assignments will be accepted after the last day of class.**
- **The late assignment policy is strictly enforced.**

Important Dates

9/10/19	Last day to add or drop an open Regular Session or Session A class without instructor and advisor signature.
9/17/19	Last day to drop a Session A course without a W.
9/24/19	Last day to drop a Regular Session class without a 'W' noted on transcript.



Class Schedule (Subject to Change)

Week	Date	Topic	Assignments
Week 1	9/4	Introduction Wicked Problems 3-12-3 Activity	<ol style="list-style-type: none"> 1. Read BMG pg. 14-19, 42-51 2. Read article and watch videos posted in Introduction on Canvas
Week 2	9/9	The business model canvas Pizza Eater Case Find your passion	<ol style="list-style-type: none"> 1. Submit your title and 1-paragraph description of your passion to Canvas discussion 2. Create a 2-minute presentation outlining your specific area of interest
	9/11	Passion presentations	<ol style="list-style-type: none"> 1. Read BMG pg. 125-133 2. Read articles on problem statements and empathy mapping on Canvas
Week 3	9/16	Group formation Problem definition Customer Discovery	<ol style="list-style-type: none"> 1. Read BMG pg. 22-23 2. Define your problem and develop empathy map and submit to Canvas by 9/18
	9/18	Value proposition Ad-lib exercise	<ol style="list-style-type: none"> 1. Interview your first 5 potential customers and create a presentation to discuss findings at next class on 9/23
Week 4	9/23	Presentation – Value proposition	<ol style="list-style-type: none"> 1. Read BMG pg. 20-21 and 26-27 2. Post feedback in Canvas discussion to each group
	9/25	Customer segments Channels	<ol style="list-style-type: none"> 1. Conduct at least 5 interviews, report on findings at next class
Week 5	9/30	Presentation – Customer Segments	<ol style="list-style-type: none"> 1. Conduct at least 5 interviews, report on findings at class on 10/7 2. Post feedback in Canvas discussion to each group
	10/2	Innovator in Residence Class held in UC Ballroom – attendance required	<ol style="list-style-type: none"> 1. Attend Innovator in Residence speaking session from 1:00 – 2:00 pm in UC Ballroom 2. Write a reflection on your experience and submit to Canvas by 10/7
Week 6	10/7	Presentation - Channels	<ol style="list-style-type: none"> 1. Read BMG pg. 28-29 2. Post feedback in Canvas discussion to each group
	10/9	Customer relationships	<ol style="list-style-type: none"> 1. Conduct at least 5 interviews, report on findings at next class



Week 7	10/14	Presentation – Customer Relationships	<ol style="list-style-type: none"> 1. Read BMG pg. 30-33 2. Post feedback in Canvas discussion to each group
	10/16	Revenue streams	<ol style="list-style-type: none"> 1. Conduct 5 interviews, report on findings at next class
Week 8	10/21	Presentation – Revenue Streams	<ol style="list-style-type: none"> 1. Read BMG pg. 34-35 2. Post feedback in Canvas discussion to each group
	10/23	Key Resources	<ol style="list-style-type: none"> 1. Conduct 5 interviews, report on findings at next class
Week 9	10/28	Presentation – Key Resources	<ol style="list-style-type: none"> 1. Read BMG pg. 36-37 2. Post feedback in Canvas discussion to each group
	10/30	Prototyping	
Week 10	11/4	Key activities	<ol style="list-style-type: none"> 1. Read BMG pg. 38-39 2. Read BMG pg. 40-41
	11/6	Key partnerships	<ol style="list-style-type: none"> 1. Conduct 10 interviews, report on findings at next class
Week 11	11/11	Presentation – Key activities & Key partnerships	<ol style="list-style-type: none"> 1. Post feedback in Canvas discussion to each group
	11/13	Cost structure	<ol style="list-style-type: none"> 1. Conduct 5 interviews, report on findings at class on 11/20
Week 12	11/18	International Summit – International Research Poster Session	<ol style="list-style-type: none"> 1. Attend research poster session in Falcon’s Nest 11 am – 1 pm 2. Write a reflection of how your business model incorporates global perspectives and submit to Canvas by 12/1



	11/20	Presentation – Cost Structure	<ol style="list-style-type: none"> 1. Create poster of your business model canvas - submit PPT to FastCopy by 11/20 2. Post feedback in Canvas discussion to each group
Week 13	11/25	The Global Business Environment	<ol style="list-style-type: none"> 3. Read BMG pg. 160-169
Week 14	12/2	Poster presentation practice	
	12/3	URSCA Fall Gala – Attendance required NO CLASS 12/4	<ol style="list-style-type: none"> 1. Present poster at Fall Gala event 2. Submit picture of team at Fall Gala to Canvas 3. Read BMG pg. 169-179
Week 15	12/9	MVP	<ol style="list-style-type: none"> 1. Develop or solidify your minimum viable product and present your MVP at next class
	12/11	Presentation - MVP	<ol style="list-style-type: none"> 1. Post feedback in Canvas discussion to each group
Week 16		No Class	Enjoy your break!