

Entrepreneurship Curriculum



SKANDALARIS CENTER FOR
ENTREPRENEURIAL STUDIES

**Course Listings and
Descriptions
Fall 2009**



TABLE OF CONTENTS

Welcome	4
Fall 2009 Course Schedule	5
Course Descriptions	
Arts & Sciences	7
Olin Business School	8
Sam Fox School of Design & Visual Arts	9
School of Engineering	10
School of Law	11
George Warren Brown School of Social Work	12
University College	12
Distinctions	
Entrepreneurship Major	14
Entrepreneurship Certificate	15
Entrepreneurship Concentration (MBA)	16
About the Skandalaris Center	17
Additional Resources	17
The Skandalaris Co-curricular Track	18

WELCOME FROM THE SKANDALARIS CENTER

We welcome your interest in entrepreneurship and innovation. At Washington University, the goal of our cross-campus curriculum is to build an innovation environment where ideas and people can connect, causing action that changes lives. Since the Center was established in 2003, we have funded and coordinated a rich set of entrepreneurship courses that span all schools, degree programs, and disciplines. This has allowed us to create valuable experiences that support student interests in commercial, social, global, technology, law, art, and intellectual entrepreneurship.

The Skandalaris Approach to teaching entrepreneurship has a defined pedagogy that is consistently delivered across the University's seven schools. The learning goals are grouped into four categories culminating in meaningful capstone experiences:

Perspective Courses expand your understanding of self and the role of entrepreneurship in the world.

Skills Courses give you tools so you become competent in applied learning from your core discipline(s).

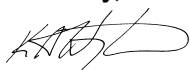
Simulated Experience Courses apply ***perspectives*** and ***skills*** in ways that test your entrepreneurial abilities, comfort level, and self-confidence in collaborative, multi-discipline situations.

Action and Outcome Courses challenge you to team with others and engage in off-campus initiatives that connect with your personal areas of passion. These capstone experiences cement your learning and further extend your perspectives, skills, collaborative abilities, and confidence.

We invite you to use this booklet as a first step in exploring the wealth and diversity of the entrepreneurship curriculum offered at Washington University. We also offer many ***co-curricular programs*** such as IdeaBounce®, the Olin Cup, and the Social Entrepreneurship and Innovation Competition. Majoring or concentrating in entrepreneurship is not a prerequisite to participation in those activities.

For additional information, please visit www.ideabounce.com or www.sc.wustl.edu or contact us at sces@wustl.edu or 314-935-9134. Feel free to call or come by the Skandalaris Center with any questions about our programs, or contact Il ("Two") Luscri, our Student Services Coordinator at luscric@wustl.edu or 314-935-6338.

Sincerely,



Ken Harrington
Managing Director, Skandalaris Center
Senior Lecturer in Entrepreneurship

FALL 2009 ENTREPRENEURSHIP COURSES

Biomedical Engineering Design

- 3 Units [Simulated]

E62 ENGR 401	1	M-W----	8:30 AM	10:00 AM	Klaesner/Yin
E62 ENGR 401	2	M-W----	8:30 AM	10:00 AM	Klaesner

Business Planning for New Enterprises [The Hatchery]

- 3 Units [Action and Outcomes]

B53 MGT 424	1	-T-----	4:00 PM	6:00 PM	Holekamp
B63 MGT 524	1	-T-----	4:00 PM	6:00 PM	Holekamp

Economic History and Entrepreneurialism in Modern Western Civilization

- 3 Units [Perspectives]

L22 HIST 115	1	M-W----	3:00 PM	4:00 PM	Hause
L22 HIST 115	A	---T---	2:00 PM	3:00 PM	[TBA]
L22 HIST 115	B	---T---	3:00 PM	4:00 PM	[TBA]
L22 HIST 115	C	----F--	2:00 PM	3:00 PM	[TBA]
L22 HIST 115	D	----F--	3:00 PM	4:00 PM	[TBA]

Engineering Practice and Professional Values

- 3 Units [Perspectives]

E60 ENGR 450	1	M-----	4:00 PM	5:30 PM	Yoak/Ballard
E60 ENGR 450	A	--W----	4:00 PM	5:30 PM	Ballard
E60 ENGR 450	B	--W----	4:00 PM	5:30 PM	Yoak
E60 ENGR 450	C	--W----	4:00 PM	5:30 PM	Jana Perea

Entrepreneurship

- 3 Units [Perspectives]

U44 BUS 232	1	M-----	6:00 PM	8:30 PM	Coen
-------------	---	--------	---------	---------	------

From Concept to Market - The Business of Biomedical Engineering

- 3 Units

E62 BME 201	1	---T---	3:00 PM	6:00 PM	Calcaterra
-------------	---	---------	---------	---------	------------

Great Economists: Text and Tradition

- 3 Units [Perspectives]

L93 HUM 201B	1	-T-T---	10:00 AM	11:30 AM	Clancy
--------------	---	---------	----------	----------	--------

These course offerings, including dates and times, are accurate as of 3/5/2009 - Please consult WebSTAC or WUCrsI for the most up-to-date schedule.

FALL 2009 ENTREPRENEURSHIP COURSES

Improvisation

- 3 Units [Skills]

U21 DRAMA 233	1	M-----	4:00 PM	6:30 PM	Mohr
---------------	---	--------	---------	---------	------

Intellectual Property and Business Formation Legal Clinic

- 3 Units [Simulated Experience]

W74 LAW 711C	1	-T-T--	3:00 PM	4:30 PM	Deal/Ruger
--------------	---	--------	---------	---------	------------

Introduction to Entrepreneurship

- 3 Units [Simulated Experience]

B53 MGT 430	1	M-W----	10:00 AM	11:30 AM	Holekamp
-------------	---	---------	----------	----------	----------

B63 MGT 521	1	-----S-	9:00 AM	5:00 PM	Poldoian
-------------	---	---------	---------	---------	----------

Life After Art School Seminar

- 1 Unit [Perspectives]

F20 ART 387	1	--W----	4:30 PM	6:00 PM	[TBA]
-------------	---	---------	---------	---------	-------

F20 ART 487	1	--W----	4:30 PM	6:00 PM	[TBA]
-------------	---	---------	---------	---------	-------

Managing the Innovation Process

- 3 Units [Simulated Experience]

B53 MGT 550B	1	[TBD]	[TBA]	[TBA]	[TBA]
--------------	---	-------	-------	-------	-------

Social Entrepreneurship (8wk1)

- 3 Units [Simulated Experience]

U44 BUS 410	1	-T-T---	6:00 PM	8:30 PM	Levine
-------------	---	---------	---------	---------	--------

Technological Entrepreneurship

- 3 Units [Skills]

T55 ETEM 584	1	-T-----	5:30 PM	8:30 PM	Podlesny
--------------	---	---------	---------	---------	----------

These course offerings, including dates and times, are accurate as of 3/5/2009 - Please consult WebSTAC or WUCrsI for the most up-to-date schedule.

COURSE DESCRIPTIONS

Arts & Sciences

L11 428 - Capital Market Imperfections & Entrepreneurial Finance

Analysis of problems in capital markets for firm financing and institutional structures that address these problems. Investigation of asymmetric information between firms and potential investors and associated moral hazard and adverse selection problems that raise the cost of funds and constrain firm growth. Empirical tests for the presence of financing constraints on firms. A substantial portion of the course explores the role of venture capital, especially in the high-tech sector of the United States economy where venture capital is important for commercializing cutting-edge science. Prerequisite: Econ 401.

L11 444 - Innovation & Intellectual Property: Theory and Practice

Innovation - that is: figuring out better and cheaper ways of satisfying human desires - is the key to improving our well being. It is not patient saving and accumulation that makes us so much better off than we used to be: capital accumulation is only the conduit through which the innovation juices flow. The question is what drives it? How come some societies are apparently much more innovative than others? How come we have the impression that most useful inventions took place in the last three centuries? Are there policies that help fostering innovation and others that hurt? The course tries to address these questions. Economists have many theories of innovation, and some better than others. We will look at the theories, we will examine the facts (past and present), then we will go back to the theories and reconsider their explanatory power. With this background we approach the debate about Intellectual Property, what it is and what it is not good for, whose interests it serves and whose well being it thwarts. Prerequisite: Econ 401

L22 115 - Economic History and Entrepreneurialism in Modern Western Civilization

This introductory course surveys Western Civilization (predominantly European history, but with a component of American history) from the seventeenth century to the present, focusing on economic history and the rise of entrepreneurialism. The course begins by considering the economic structures and doctrines of the pre-capitalist world, such as Christian teachings of "the just price," the working of the guild system, and pre-capitalist doctrines such as mercantilism. Subsequent classes explore the transformation of the western economy through such experiences as the slave economy and the factory system, through such theories as laissez-faire capitalism and Marxism, and the development of western entrepreneurialism (including "social entrepreneurialism" and non-profit ventures). The course will stress the analysis and discussion of original documents and excerpts from classic works, supported by a large visual component depicting economic history. No mathematical or statistical skill will be needed, but some topics will rely on the presentation of evidence in the form of data--tables, charts, and graphs. DISCUSSION SECTION IS REQUIRED.

L41 5014 - Biotech Industry Innovators

The Basics of Bio-Entrepreneurship investigates issues and decisions that inventor/scientists encounter when they are considering the application and commercialization of early stage scientific discoveries. This course is intended for anyone interested in working in the life sciences industry as a chief scientist, entrepreneur, manager, consultant, or investor. It focuses on the issues and decisions that researchers typically face when considering how a discovery might be moved from a university laboratory to actual use.

L62 286 - So You Want to be An Entrepreneur?

It is a little known truth that more entrepreneurs come out of the Arts & Sciences than any other college. This course will begin by exploring why this is so, examining in particular the creative and innovative qualities developed in liberal arts that are crucial to the success of the entrepreneur. We will then move on to examine entrepreneurs in action, hearing from those in the field and reading of others, learning how the liberal arts proved instrumental in various ways to their development and ultimate success as entrepreneurs.

L93 201 B - The Great Economists: Text and Tradition

Political economy dates back to a time when economics, politics, and sociology were not distinct disciplines. The "worldly philosophers", as Robert Heilbroner called them, studied markets and trade not merely as forms of rational behavior, but also as forms of political and social organization. This course will examine the writings of the great political economists, the problems they sought to solve, the historically-conditioned assumptions that they brought to their work, and the social and moral issues they raised. The class will read from the works of Adam Smith, Ricardo, Malthus, Marx, Veblen, Weber, Schumpeter, Keynes, and others. The readings will be complemented by selected texts on the social and moral issues of their times. Although we will focus on readings from the eighteenth to the early twentieth centuries, the course will conclude by looking at the place of political economy in modern social and economic thought. Open to Text & Tradition students only.

Olin Business School

B53 424/B63 524 - Business Planning for New Enterprises [The Hatchery]

In this course, students form teams to pursue their own or an outside entrepreneur's commercial or social venture. The first session will feature a "Team Formation" event where students and community members pitch their ideas and opportunities to the class. During the semester, the teams are supported and advised by the Instructor, Executive Coach, and Mentor(s) as they research and develop startup plans. Academic deliverables include two presentations to a panel of judges and a complete business plan for commercial ventures or sustainability plan for social ventures. The course is open to students from all disciplines and degree programs. Most of the work will be done outside the classroom with the support of the coaches, mentors, advisors and instructor. Classes will be held once per week for the first half of the semester. Workshops and rehearsals will be required in the second part of the term. Prerequisite requirements: MGT 424-Instructor discretion for all undergraduates from all degree types. MGT 524-Instructor discretion for all graduate students except MBA's enrolled in the Olin Business School. MBA- Completion of fall semester core requirements.

B53 430 - Introduction to Entrepreneurship

This course covers the life dynamics surrounding the early stages of starting a business. Based upon a series of "experiential simulations", students will be involved in both individual and team competitive gamesmanship situations that replicate real world start-up environments. Students will learn to identify characteristics of promising start-up industry environments and markets; to understand the process of early stage company formation and some of the options open to founders; to understand some of the team dynamics and behaviors that might occur in a startup and to have some fun. Prerequisites: junior or senior standing with priority given to seniors and permission of instructor.

B62 531 - Venture Capital and Private Equity

Private equity funds are an important source of financing for new ventures and buyouts of established companies. Asymmetric information and the need for monitoring and control are among the reasons private equity has evolved as a substitute for other financing sources, such as bank loans and public debt and equity issues. This course will discuss how private equity funds are raised and structured and how private equity investors 1) analyze investment opportunities, 2) interact with the managements of the companies they finance, and 3) exit investments. Students will be expected to have some proficiency in financial valuation. Prerequisite: completion of at least one of the following: FIN 523, FIN 549F, FIN 523B, Financial Statement Analysis or consent of the instructor.

B63 521 - Introduction to Entrepreneurship

This course is designed not only for the student with a burning passion to start his/her own business, but anyone who believes that entrepreneurial skills are an essential element of business success. "Introduction to Entrepreneurship" is taught primarily via the case method. Most case discussions will be followed by a relevant guest speaker -either an experienced entrepreneur or a professional from the investment community. You will hear from entrepreneurs and corporate managers with an entrepreneurial flair, some who have experienced great success, and others for whom success has been elusive. The structure of this course follows the evolutionary process of a new venture. Topics covered include: Idea Assessment, Organization Formation, Capitalization, Growth, and Exit. Corporate Entrepreneurship also will be explored. This course integrates much of what you have learned in your core courses and challenges you to apply those learnings. In each class you will be expected to make difficult business choices with less than perfect information, dealing with ambiguity and uncertainty, much like a real life entrepreneur. Analytical rigor will be emphasized throughout and you will be expected to have "run the numbers" for each case. A central element of this course is the opportunity to pitch your "business idea" to classmates via a 5 minute "elevator pitch". Those with the winning business concepts will recruit classmates to join their team to conduct a comprehensive feasibility analysis. Your "final" will consist of a formal 20 minute dress presentation of your idea-much like you would pitch your business concept to a potential investor. It is the professors' objective that by the end of this course you will: 1) Better understand entrepreneurship and the entrepreneurial process 2) Be an incisive analyst of a business and/or business concept 3) Be a more persuasive seller of your business ideas.

B63 500 B - Intellectual Property Law

The objectives of this course are (1) to provide students, especially business students, with a practical and hands-on understanding of patents, trademarks, copyrights, trade secrets and other intellectual property as the latter are used in high technology companies and as they are required to start up a new company and (2) to provide "hands-on" experience in preparing and prosecuting patent applications including, in particular, drafting patent claims. Special attention will be paid to protection of "e-commerce" inventions.

B63 500 T - Social Entrepreneurship

See description for 550 5060

B63 500 U - Basics of Bio-Entrepreneurship

See description for L41 5014

B63 550 B - Managing the Innovation Process

The course takes the perspective that innovation is a core business process associated with survival and growth of the organization, and it should be managed as such. We view innovation broadly as a process of knowledge creation. Innovation creates new possibilities through combining different knowledge sets. This process is multi-stage and takes place under highly uncertain conditions. The course objective is to help develop for our students the needed managerial skills in managing the multi-stage process of innovation. We focus on the systematic management of innovation processes through careful resource commitment and management of involved uncertainties.

B63 550 M - Community Development & Environmental Preservation through Entrepreneurial Collaboration

This course seeks to develop and implement a new grass roots community development approach that builds on investments made by NGOs, aid groups, and governments. Specifically, in the approach designed by the Skandalaris Center and implemented in this course, we are integrating conservation goals with self-directed, economic growth in the rural subsistence communities of Madagascar. This academically rigorous course and accompanying travel will provide intensive experiential learning, that is rich in hands-on content, designed to extend and enrich core discipline learning. The course is designed to facilitate the conditions in which entrepreneurial skills can be learned in their broadest and richest sense. The cross disciplinary (e.g. Anthropology, Business, Design, Engineering, Law, Social Work, Economics, Political Science, etc.) and cross level (e.g. undergraduate, graduate, alumni, etc.) participation when combined with the daunting complexity and intellectual challenge of travel and the setting create a lasting capstone experience. Local level economic capacity building is a particularly difficult issue in the world's poorest rural communities like those in Madagascar.

Sam Fox School of Design and Visual Arts

F10 337 - Senior Visual Communications Studio

This course provides a foundational experience in professional visual communications education. Comprehensive investigation of word and image relationships in a communication context. Introductory studies in typography, image creation and editing, sequential design, messaging, publication design, basic art direction, and motion studies. Emphasis placed on developing creative methodologies for communication projects. Exposure to visual culture history and contemporary visual culture. Exploration of traditional and digital media; coverage of major computer applications in industry practice.

F10 338 - Visual Communications & Business

Professional education experience in visual communications. Comprehensive investigation of word and image relationships in a communication context. Introductory studies in typography, image creation and editing, sequential design, messaging, publication design, basic art direction, and motion studies. Emphasis on developing creative methodologies for communication projects. Exposure to visual culture history and contemporary visual culture. Exploration of traditional and digital media; coverage of major computer applications in industry practice.

F20 4505 - Visual Communications Research Studio Internship

Students work with VCRS faculty to execute professional projects which advance the research initiatives of the studio. Prereq.: Senior standing and permission of the instructor.

F20 123F-423F - Sustainable Textile Design

The study of textile is an exciting, rapidly evolving field and applicable to many areas of art and design. It is also one fraught with sustainability issues. Matters related to sustainability require us to act quickly and cleverly to be effective and the need for sustainability-based practice in every discipline is urgent. Typically textile design and production occurs in a collaborative setting often across a variety of locales. Designers, chemical engineers, marketing, and business professionals all play an important role in bringing a new textile to market. Sustainable Textile Design will be a simulated experience course. Students from various disciplines will learn essential information about sustainable textiles, engage in research, and then collaborate to design and promote a sustainable textile product.

F20 135L/235L - Communication Design and Business

This course will provide an introduction to business communications in a visual environment. Subjects to be addressed include visual organization, introductory typography, basic identity development, message construction and business presentation development.

F20 387/388/487/488 - Life After Art School

This is a seminar for advanced students, which focuses on the challenges of, and opportunities for, establishing a career as an artist. Course content includes reflective thinking, career expectations, job prospects, resume and artist statements, portfolio development, exhibition opportunities, business practices, studio operations, health hazards, legal issues and resources, grants, fellowships, exhibition venues, artists' residencies, and continuing educational opportunities. This course is designed to provide strategies as one makes the transition from student to emerging artist.

School of Engineering

E60 450 - Engineering Practice & Professional Values

A participatory course exploring the professional and ethical responsibilities of working as an engineer. These responsibilities range from personal and corporate conduct to societal and global concerns. The course aims to challenge your assumptions, raise awareness of the value problems inherent in engineering practice, develop methods for their analysis, and provide tools for defining and resolving them. Through guest lectures, discussion sections, case studies, and assignments, a broad range of topics will be treated. A short and mixed selection of examples includes professional and corporate codes of conduct, the safety and welfare of the public, environmental concerns, engineering in the face of uncertainty, classic engineering mistakes, moral heroes, bribery, whistle blowing, product liability, intellectual property, data integrity and security, and engineering decisions vs. managerial decisions. Satisfies a humanities requirement.

E62 201 - From Concept to Market-The Business of Biomedical Engineering

This seminar course will introduce students to the fascinating and complex process of bringing new medical technologies from the concept stage to the market place. The course draws on experiences of successful entrepreneurs and industry professionals to address some of the most important elements of the technology life cycle. Topics include the theory, practice, challenges and opportunities of business strategy development, FDA regulations, product development, finances, sales and marketing, patents and intellectual property protection, team and corporate culture and professional ethics. The course exposes students to the real-world experiences of guest speakers with diverse backgrounds including practicing engineers, entrepreneurs, attorneys, investors, industrial psychologists, team development professionals, career development coaches and other relevant professionals. The course provides fun, thought-provoking and interactive learning throughout the semester, culminating in presentations by student groups at the end of the semester in lieu of a final exam. Student teams each conceive a hypothetical medical product and develop and present a complete business plan addressing issues covered throughout the course. Students bring remarkable creativity and imagination to the final project, bringing the course to a rousing conclusion. Business, arts and sciences and other non-engineering students are encouraged to join the course and take advantage of the value it offers. Prerequisite: BME 140 or permission of the instructor

E62 401 - Biomedical Engineering Senior Design Implementation

A design project experience to prepare students for engineering practice. Working individually or in small groups, students will undertake an original design or redesign of a component or system of biotechnological significance. The design experience will require application of knowledge and skills acquired in earlier classes and laboratory work; it will incorporate engineering standards and realistic constraints that include most of the following considerations: economic, environmental, ethical, manufacturability, sustainability, health and safety, social and political. Students will prepare written reports and present their designs orally to their classmates and panels of faculty members and industrial representatives. Prototype construction is not generally required but may be encouraged subject to available time, financial and material resources. Prerequisite: BME 301A, BME 301B and senior standing

E63 450 - New Product and Process Development

This course provides a hands-on overview of product and process design. It is intended to teach basic skills used for opportunity identification, idea assessment, product evaluation and process design. Examples and applications initially will be taken from the paper products industry. Subjects include an overview of papermaking processes, designed experimentation, evaluation of abstract data, product design, and the basics of patent law. A final project will include the development of an idea from concept through evaluation. This course is expected to have primary applications to ChE, BME, and ME majors. However, the fundamentals of product development taught in this course are also expected to have broad applications for ESE or CS majors, who can be valuable members of the project teams. Prerequisites: ESE 326 or equivalent, or permission of instructor.

E72 402 - Biomedical Engineering Senior Design Capstone

BME 402 is a continuation of the BME 401 class. Working in small groups, students will take a paper design completed in BME 401, and build a prototype. The students will evaluate, optimize, and undertake the building of the design. The design experience will require application of knowledge and skills acquired in earlier coursework; it will incorporate engineering standards and realistic constraints that include most of the following considerations: economic, environmental, sustainability, manufacturability, ethical, health and safety, social and political. Students will prepare written reports and participate in oral design reviews to a panel of faculty members and industrial representatives. Prototype construction is the final goal of the class. Prerequisites: BME 401, senior standing, and approval of the instructor

E81 507 A - Technology Entrepreneurship

This is a course for students who plan to be, or work with, entrepreneurs. An entrepreneurial mindset is needed to create or grow economically viable enterprises, be they new companies, new groups

within companies, or new University laboratories. This course aims to cultivate an entrepreneurial perspective with particular emphasis on information technology (IT) - related activities. The course is jointly offered for business and CSE students, allowing for acculturation between these disciplines. In addition to an introductory treatment of business and technology fundamentals, course topics will include: business ethics, opportunity assessment, team formation, financing, intellectual property, and University technology transfer. The course will feature significant participant and guest instruction from experienced practitioners. Prereqs: None. 3 units.

T55 584 - Technological Entrepreneurship

How the technological entrepreneur can start, manage, and capitalize a small business; creating feasibility reports for new products or services; constructing the business plan; contacting venture capital sources; operational systems: personnel, marketing, financial administration, R&D, production, and control. Prerequisite: senior or graduate standing or permission of instructor.

School of Law

W74 540 B - Business Acquisitions

This course constitutes an interdisciplinary approach to acquisitive business transactions. Emphasis will be placed on the role of the business attorney as a facilitator, who enhances the value of the transaction for the business client. The course emphasizes the multiple skills and disciplines utilized by the attorney engaged in an acquisition transaction. In that regard, we will analyze the financial, business, tax and legal issues involved in the formation, negotiation, structuring and documentation of a business acquisition. The Course begins with an analysis of the motivations of the buyer and seller, with a brief explanation of the principles used in determining the value of the target business. The Course continues with an analysis of the various transaction structures used in business acquisitions, together with an in depth analysis of the negotiating process and particular legal issues involved in the acquisitive transaction. Finally, the course analyzes the respective roles of the board of directors, shareholders and the courts with respect to the sale and purchase of a corporation whose stock is publicly traded. The Course is best suited for a student who has an interest in businesses transactions as a future vocation, whether as a lawyer, financier or investment banker. Students will be expected to be prepared for and participate in class, and there will be a final exam. Pre/co-requisites: Corporations. It would be helpful, but not necessary, to have taken or be taking Federal Income Taxation. Because there is usually a waiting list for this Course, students who wish to drop the Course must do so within the first two weeks of the beginning of the semester.

W74 583 G - Business Planning & Drafting

Pre/co-requisite: Corporations. This course will offer students an introduction to the structure and negotiation of business mergers and acquisitions. Students who are considering entering into private practice with an emphasis on mergers and acquisitions as well as students who are considering practicing in areas of law that are often implicated in merger and acquisitions deals (e.g., real estate, environmental, employee benefits, labor, tax, etc.) should consider taking this course. The course will follow the trajectory of a "typical" business acquisition transaction, beginning with a letter of intent, confidentiality agreement and due diligence, and progressing to the negotiation and drafting of a definitive purchase agreement. Students will be divided into teams and will be expected to engage in a variety of role-playing exercises involving negotiating deal terms and responding to issues that arise during the course of the transaction. Students will be graded based on three components, each comprising 1/3 of their final grade: class participation, written assignments and a final project consisting of the review and drafting of an acquisition agreement. Because simulations and class participation are such a large component of the course, attendance is extremely important. Written assignments will be graded anonymously; class participation and simulation components will not be graded anonymously. (Pending faculty approval)

W74 647 J - Intellectual Property Law

This introduction to intellectual property course combines an overview of patents, trademarks, and copyrights with a focus on early stage issue recognition, planning and response. Students will learn the constitutional and statutory foundations as well as the public policy behind each of the types of intellectual property. In addition, the course will focus on issues pertaining to the acquisition, exploitation, and enforcement of patents, trademarks, and copyrights. Instruction will include lecture, case studies, simulations and practical problems. There are no prerequisites for this course and students who take this course will still be eligible to take any of the intellectual property courses offered at WUSTL. Attendance, preparation, and class participation will be required. The final grade on this course will be on a modified pass/fail basis (HP94, P, LP78, F70) and based on a take-home written examination. Drop deadline: Mon, Dec. 3.

W74 711 C - Intellectual Property and Business Formation Legal Clinic

Students who are interested in participating in this clinic should follow the clinic pre-registration instructions noted at the beginning of the course directory and should also submit a: 1) STATEMENT OF INTEREST (explaining why you want to take this clinical course), and 2) RESUME to Carol Wibben-

meyer (Room 589, cawibbenmeyer@wulaw.wustl.edu, 935-6419), as part of the their pre-registration clinic materials. This clinic is for J.D. students; however there may be very limited spots available for students in the IP LL.M. program – LL.M. students should contact Prof. Deal to discuss possibilities.] The IP/BF Legal Clinic will provide law students with opportunities to work with qualified IP counsel in providing early stage legal advice to innovators both within the University and in the wider community, to collaborate in interdisciplinary experiential learning activities with students from the Olin School of Business and the Department of Biomedical Engineering, and to provide IP and business formation legal services to clients who might otherwise not have access to competent legal counsel. The Clinic’s activities will be devoted to four program areas, each of which will involve teams of two students, who will: 1) Participate in interdisciplinary innovation and entrepreneurship courses, such as the Senior Design Course in the Department of Biomedical Engineering and the Olin School’s Hatchery course; 2) Work with St. Louis area IP attorneys to provide early stage legal advice to other innovators and entrepreneurs at the University and in the wider community, with a particular focus on business incubators in the St. Louis area; 3) Work with non-profit orgs.

W74 711 E - Intellectual Property in Business Organizations

This course will focus on the legal problems of businesses that develop and utilize intellectual property (IP) as the businesses are founded, financed, expanded, transferred to others, or terminated. It will address the distinctive roles played by IP at three stages of business development: 1) the startup phase (where IP often plays key roles in business formation and venture capital financing); 2) the mid-life phase (where IP is often an important factor in going public or selling a business through a merge into a larger concern); and 3) the mature company phase (where successful firms must deal with problems such as preventing abuses of dominant positions and remaining competitive in complex high tech markets despite being innovators in only small components of those markets. The course will be taught through a combination of weekly discussion problems and examination of background reading, including cases and secondary materials. Depending on the size of the class, the professor reserves the right to assign one or more discussion problems as an outside writing assignment, which will count 10 % of total course credit per outside problem. The remainder of course credit will be based on a standard three-hour final exam. While there are no specific prerequisites for this course, having a general background in IP law—e.g. having completed one or more of the introductory IP courses (Copyright & Related Rights, Patent Law, and Trademarks & Unfair Competition) in law school or having had equivalent practical experience—is strongly recommended for students enrolling in this course. An effort will be made to enroll at least some students from the Olin School of Business and other schools within the University, in order to enhance the opportunities for interdisciplinary learning. Regular class attendance and preparation will be required.

George Warren Brown School of Social Work

550 5060 - Social Entrepreneurship

This course is about using entrepreneurial skills to craft innovative solutions to lead and fund efforts to resolve social needs. Entrepreneurs are particularly good at recognizing opportunities, exploring innovative approaches, mobilizing resources, managing risks, and building viable enterprises. These skills are just as valuable and essential in the “independent” social sector as they are in the “private” business sector. While entrepreneurship can be broadly defined as any innovative effort that brings new processes, approaches, and solutions to bear on opportunities and problems; this course focuses more specifically on the opportunity to create innovative “earned income” revenue solutions to funding mission based social organizations. Additionally, while social entrepreneurship can conceptually apply to both for-profit and not-for-profit models, this course is focused on the not-for-profit organizational form, which is seeking to create social value and fully leverage its not-for-profit tax status. This course will be co-sponsored and co-taught by the George Warren Brown School of Social Work and the Olin School of Business as an innovative approach to blend cross-discipline competencies to help solve the social issues of our world.

University College

U08 360 - Creativity: Theory & Application

This course explores social science based approaches to understanding, explaining, and enhancing creativity. The course will provide an interdisciplinary perspective on topics including how creativity should be defined, how creativity can be understood as both an individual and a social phenomenon, what processes are involved in creativity and innovation, and how creativity can be fostered in individuals and in group settings. This course is especially useful for students wishing to enhance effectiveness in organizational leadership and entrepreneurship through a deeper understanding of the different dimensions and applications of creativity.

U16 3776 - History of American Business

This course is designed to introduce students to the study of the sociocultural aspects and elements in American Business, Management and Technology. Its primary focus and emphasis, therefore, is di-

rected to understanding how the sociocultural elements and aspects of American business, management and technology have developed and evolved over time. This course will also examine how business and management have helped to influence and shape how American Society and Culture have developed and been influenced by these evolutions in business and management.

U21 233 - Improvisation

This course introduces students to the fundamentals of improvisation. Students are provided with the tools and techniques to develop their artistic voice, both individually and within an ensemble, through various theatre games, exercises, and techniques. Students will build self confidence, develop creativity, hone presentation skills, and have fun through working collaboratively in an ensemble. Both actors and non-actors are encouraged to take this class.

U44 232 - Entrepreneurship

This course explores, at a practical and introductory level, the issues, concepts, and processes associated with entrepreneurship. The course is divided into three sections: the entrepreneurial environment; the required toolkit for entrepreneurs; and practical applications of entrepreneurial strategies and processes. The instructor, along with other experienced entrepreneurs, teaches the key stages of a new business venture including techniques to develop and implement a concept, methods of financial modeling, marketing plans, and raising money. Finally, we outline best practices for growing a business and ways to transition wealth from the business to the entrepreneur. The course is ideal for students interested in starting a business, or for those who wish to apply concepts and practices of entrepreneurship to their current work.

U44 280 - Introduction to Intellectual Property

This is an introduction to intellectual property, an increasingly controversial area of law in today's information-driven business climate. We will focus on patents, copyrights, and trademarks, including the historical development of these concepts, and analyze how legal rights associated with these are secured and enforced. Additionally, we will also cover other types of intellectual property, including right of publicity/privacy, trade dress, and trade secrets.

U44 305 - Leadership for Organizational Success

This course examines contemporary theories and principles of leadership, with an emphasis on application at all levels within the organization. Along with leadership models, we study examples of successful, creative organizations. The theories and practices we examine may be applied to a wide range of organizations, including business, nonprofit, information technology, health care, communications, and public affairs. The course content, which students apply to their own experience and workplace, draws from multiple disciplines.

U44 357 - Creativity in Business

This course explores the components that foster a culture of innovation in organizations. The course consists of three main parts: creativity, team collaboration, and management techniques and processes for innovation. We examine individual and organizational creativity, and learn practical strategies to hone creativity skills. Collaboration is studied for its merits in shaping creative and productive teams at the workplace, and underscoring that the sum of the parts is greater than the whole. Finally, we explore how innovation, in large part, is derived from providing clear team objectives that support the organization's goals. We will study highly innovative companies including IDEO, Google, W.L. Gore, General Electric, and Proctor & Gamble.

U44 375 - Contemporary Org Development: Creativity & Innovation

This course examines contemporary theories and principles of organization development (OD) with an emphasis on creativity, innovation, and sustainability as measures of organizational success. The course is divided into three core sections: methods for creating organizations and new initiatives; competencies and systems for organization development and renewal; and conceptual and practical aspects of organizational sustainability. We also study examples of successful, creative organizations in public and private sectors including business, nonprofit, information technology, health care, and communications. Students will draw on their own work experience as they study and apply course content from multiple disciplines including critical theory, creativity studies, organizational studies, and communications theory.

U44 410 - Social Entrepreneurship

This course links the passion of a social mission with the discipline and skills of successful business performance to explore the issues, concepts, and processes associated with social entrepreneurship. Students learn to design an economically sustainable business model that also addresses an existing social problem. In learning to apply skills and strategies that produce a successful bottom line, both financially and socially, each student develops a business plan for a social entrepreneurial venture or evaluates the business model of an existing social entrepreneurial business venture. (Same as U44 BUS 410).

U44 456 - Business of Biotechnology

Course Description not available at time of printing.

ENTREPRENEURSHIP MAJOR

Undergraduate students in any School or College at Washington University can earn a Major in Entrepreneurship through the Olin Business School. This major requires a comprehensive understanding of business, so non-BSBA students must fulfill the general requirements for all business majors at the University. Students will find a diverse intersection of students in many of the core requirement courses, especially the Hatchery, where students form teams to develop a business plan for a new venture.

Core Requirements	Units
Capital Markets & Financial Management (B52 340)	3
Introduction to Entrepreneurship (B53 430)	3
Business Planning for New Enterprises [The Hatchery] (B53 424)	3
Principles of Marketing (B55 370)	3
	12
Elective Requirements	Units
3 Entrepreneurship Courses (see list at: https://insideolin.wustl.edu/AcademicResources/Pages/DegreeRequirements.aspx or if not an Olin student, contact BSBA Programs Staff at the Olin Business School)	9
Non-BSBA Requirements	Units
Individual in a Managerial Environment (B53 100) or B53 380 or B54 380	3
Calculus I the for Life, Managerial, and Social Sciences (L24 127) or L24 131	3
Calculus II for the Life, Managerial, and Social Sciences (L24 128) or L24 132	3
Managerial Statistics I (B59 120) or L24 2200 or L24 3200 or E35 326	3
Managerial Statistics II (B59 121) or L11 413 or L24 439	3
Principles of Financial Accounting (B50 2610)	3
Principles of Managerial Accounting (B50 2620)	3
Microeconomics (B54 290) or L11 401	3
Global Economy (B54 292) or L11 104B	3
	27

CERTIFICATE OF ACCOMPLISHMENT IN ENTREPRENEURSHIP

This Certificate of Accomplishment program is designed to engage and connect undergraduate students who are interested in exploring entrepreneurship at Washington University. The Certificate has three main purposes:

- To provide a campus-wide accomplishment pathway for all undergraduates
- To invite interdisciplinary collaboration
- To connect curricular learning with applied, co-curricular accomplishments.

The Certificate will be granted by the Skandalaris Center and is not an academic award. The Skandalaris Center will be responsible for advising, tracking, and verifying students' progress through the program. Certificates will be awarded upon graduation at a celebration hosted by the Skandalaris Center.

Eligibility

Any Washington University, degree-seeking undergraduate student

Requirements

<u>Basic (1 point each)</u>	
I.D.E.A. Pre-Orientation	Complete Program
Entrepreneurship Club Officer	Two semesters of Service
IdeaBounce®	Win a Public IdeaBounce®
Skandalaris Center Ambassador	Two semesters of Service
Perspectives Courses	Grade of B- or Better
Skills Courses	Grade of B- or Better
<u>Advanced (2 points each)</u>	
Skandalaris Center Internship Program	Complete Summer Program
Summer Funding for Social Change Grant	Complete Summer Program
Olin Cup	Complete Final Presentation Stage
Social Entrepreneurship and Innovation Competition (SEIC)	Complete Final Presentation Stage
Student Entrepreneurial Program (StEP)	Two semesters of Ownership
Research Project on Entrepreneurship	Faculty Sponsored and Presented at Undergraduate Research Symposium
Simulated Experience Course	Grade of B- or Better
Action and Outcomes Course	Grade of B- or Better

- Students must earn a total of 6 points from the following options:
- Students must earn at least 2 points from the Advanced category
- Students must earn at least 2 points from the curriculum options (in grey)
- Students must earn at least 2 points from the co-curricular options (in white)

ENTREPRENEURSHIP CONCENTRATION (MBA)

The entrepreneurship concentration is designed to mesh with and enrich the learning that is offered with Olin's other concentration areas. **We recommend taking the entrepreneurship concentration with an additional concentration choice** because a high level of discovery occurs as students investigate entrepreneurial career alternatives. This discovery process can be uncertain and often includes clarifying personal goals, determining startup viability, and learning about different entrepreneurial career paths. The recommended course sequence allows students to understand, apply, and experience an entrepreneurial environment. The goal is to have students understand the entrepreneurial mindset and approach to problem solving. The concentration assumes that this approach to leadership, problem solving, and decision-making will become increasingly important as the rate of world change accelerates. In many careers, students may discover that the entrepreneurial mindset is an important toolset to employ. Students may make choices and possibly career decisions at five points: at the end of each semester and during the summer between the student's first and second year. Concentration advisors are available to provide counsel regarding personal alternatives that may depend upon individual situations and learning objectives. We believe that maximum value can be derived from this concentration by pursuing the Recommended Primary Courses and then supplementing those with additional Supplemental Electives.

NOTE: Additional supplemental elective courses from outside the Olin School may add value to this concentration depending upon a student's learning objectives and career choices. Concentration advisors will be happy to consult with you to help select courses related to your personal entrepreneurship learning goals. Examples of courses that might be taken include industry (Biomedical Engineering) or discipline specific (Intellectual Property Law) topics that could be offered at Olin or other schools at Washington University.

Entrepreneurship Concentration (MBA)		
Course	Primary/ Suggested	Units
Introduction to Entrepreneurship (B63 521)	Primary	3
Venture Capital and Private Equity (B62 531)	Primary	1.5
Law and Business Management (B63 511A)	Primary	1.5
Legal Issues at Business Stages (B63 511B)	Primary	1.5
Business Planning for New Enterprises [The Hatchery] (B63 524)	Primary	3
Social Entrepreneurship (B63 500T)	Suggested	3
Basics of Bio-Entrepreneurship (B63 500U)	Suggested	3
Negotiation and Conflict Management (B66 561)	Suggested	1.5
Leading Change (B66 565)	Suggested	1.5
Economics of the Organization (B64 538)	Suggested	1.5
Compensation, Incentives, & Organizations (B64 538B)	Suggested	1.5
Intellectual Property Law (W74 647I)	Suggested	1.5
Advanced Corporate Finance I - Valuation (B62 534)	Suggested	1.5

ABOUT THE SKANDALARIS CENTER

The Skandalaris Center for Entrepreneurial Studies was founded in 2003, with generous support from Mr. and Mrs. Robert J. Skandalaris and from the Ewing Marion Kauffman Foundation, as an original Kauffman Campus. The Center is the hub of entrepreneurial activity on campus providing both curricular and co-curricular opportunities for student and community entrepreneurs. IdeaBounce®, the Center's flagship and starting point for all programs, occurs multiple times a year and is an opportunity for entrepreneurs to gain feedback and help to move their ideas forward. The Center offers a suite of co-curricular programs which complement the curriculum, including two competitions awarding funding: the Olin Cup for commercial ventures, and the Social Entrepreneurship and Innovation Competition (SEIC) for social ventures.

The Center continues to introduce new and innovative programs. In 2008, the Skandalaris Center Internship Program placed 22 interns in entrepreneurial social and commercial ventures, providing a collaborative living/learning environment on campus at minimal cost to the host organizations. In August, 2008, the Center hosted its first pre-orientation program, IDEA (Innovation-Discovery-Experience-Action) introducing freshmen to entrepreneurship on campus and in the community. Finally the Center, funded by the National Science Foundation, instituted a Partners for Innovation program with three post-doctoral fellows in October, 2008, with the goals of stimulating the transformation of knowledge into innovations that create new wealth; building strong local, regional and national economies; and improving the national well-being. Plans are underway for all programs for summer 2009 and the 2009—10 academic year.

PLEASE VISIT THE FOLLOWING LINKS FOR ADDITIONAL INFORMATION ON ENTREPRENEURSHIP AND CO-CURRICULAR PROGRAMS AT WASHINGTON U:

Skandalaris Center:

www.sc.wustl.edu

IdeaBounce®:

www.ideabounce.com

Intellectual Property and Business Formation Legal Clinic

law.wustl.edu/IPTech/

Visual Communications Research Design Studio

www.arch.wustl.edu/art/otherPrograms/vcrs.html

Student Entrepreneurial Program (Student Owned Businesses)

step.wustl.edu

BioEntrepreneurship Core

grad.wustl.edu/~bec/

Entrepreneur & Venture Capital Assoc.

www.olin.wustl.edu/orgs/evca/

Wash. U. Tech Entrepreneurs

wute.wustl.edu

Cross Campus Entrepreneurial Senate

cces.seas.wustl.edu

The Skandalaris Co-Curricular Track

