

ITMM 481 SYLLABUS**ITMM 481 IT Entrepreneurship**

Hours: 3 credit hours / 45 contact hours

Instructor: Adarsh Arora

Textbook, title, author, and year: *Disciplined Entrepreneurship*, Bill Aulet, Wiley publishing, 2013**Specific course information:**

- a. **Catalog description:** This course offers a comprehensive, integrated, and proven step-by-step approach to creating innovative, highly successful IT enterprises. Students follow a multi-step process resulting in their presenting a product/service plan for building a start-up IT enterprise. Students are expected to be prepared to discuss their ideas in each class as venture experience faculty mentor them in the formulation of their plan
- b. **Prerequisites:** None.

Specific goals for the course

- a. **Course outcomes:** Each student group will develop and present a product/service plan for a possible IT start-up gain knowledge of a proven approach to creating innovative IT start-ups exhibit in-class leadership, teamwork, and communication skills through regular classroom student presentations
- b. **Course student outcomes:**
At the conclusion of this course each student should be able to:
 - Evaluate Market Segmentation & select a beached market
 - Build an end user profile
 - Conduct a Tam Analysis
 - Create a Customer profile
 - Complete a use case needs analysis
 - Create High level product specifications and prototype specifications
 - Quantify a Value Proposition
 - Define your enterprise's core values
 - Chart a Competitive position
 - Determine Customer Decision making unit, roles, and influencers.
 - Define a process to acquire paying customer
 - Describe a Sales Process
 - Design a business model
 - Set a pricing structure
 - Calculate lifetime value and cost of customer acquisition
 - Identify key customer and product assumptions
 - Test key assumptions
 - Determine Market Size & a Product plan
 - Explain Funding Strategies
 - Describe types of companies, equity distribution and tax consequences

Topics to be covered

- a. What is your idea?
 - i. **Course overview and Possible Projects**
- b. Who is your Customer?
 - i. Step 1, 2 - Market Segmentation & select a beached market
 - ii. Step 3 - Build end user profile
 - iii. Step 4,5,9 - Tam Analysis, Customer profile and next 10 customers
- c. What can you do for your customer?
 - i. Step 6 - Use case needs analysis
 - ii. Step 7 - High level product specification, Prototype specification.
 - iii. Step 8 - Quantify Value Proposition
 - iv. Step 10 - Define your core values
 - v. Step 11 - Chart Competitive position
- d. How does your customer acquire your product?
 - i. Step 12 - Determine Customer Decision making unit, roles, influencers.
 - ii. Step 13 - Define process to acquire paying customer
 - iii. Step 18 - Sales Process
- e. How do you make money off your product?
 - i. Step 15 - Design a business model
 - ii. Step 16 - Set your pricing structure
 - iii. Step 17,19 - Calculate lifetime value and cost of customer acquisition.
- f. How do you design and build your product?
 - i. Step 20 - Identify key Assumptions
 - ii. Step 21 - Test key assumptions
 - iii. Step 22,23 - Show the dogs will eat the dog food.
- g. How do you scale your business?
 - i. Step 14 - Determine Market Size & Product plan
- h. Funding Strategies
- i. Types of companies, Equity distribution and tax consequences