

**Syllabus for Winter, 2012**  
**ENTR 460/560**  
**Innovative Venture Research**

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Office:	Enterprise Center, Suite 127 509 West Alabama
Office Hours:	9:30 – 11:30 M-F & by appointment

**Blackboard:** In the event of a disaster which prevents regular on-campus class offerings, this course will be continued online using Blackboard.

**Course Description:** Innovative Venture Research (IVR) is a course focused on the process of innovation. Students learn the basic elements of the innovation process, then participate in that process through a group project focusing on the commercialization of intellectual property under development at Louisiana Tech. Course topics include the history and principles of innovation, concepts of technology transfer, intellectual property, innovative organizations, and research methods. In their multidisciplinary team projects students target new product applications of real technology inventions of Louisiana Tech researchers and conduct research to help develop the central components of a commercialization plan for that technology. This research is conducted under the guidance of the course instructor and in collaboration with the principle research professor involved in the technology invention.

**The IVR course is a unique academic experience.** Much of the work is done in a team. The concepts are not difficult to understand but the assignments take time. IVR students come from all academic majors on campus. They each bring their unique experience, education and perspective to the IVR team. Teammates are expected to learn from each other as well as from the instructors. If they desire, students have the opportunity to continue to work with the technology after the IVR class ends. The product concepts developed in IVR can be embellished in a variety of other classes on campus and can be used as the basis for a team to compete in the Top Dawg New Venture Championships. Working prototypes of the product concepts developed in IVR are often prepared by senior engineering students in their capstone design classes in Venture Enhancement Teams.

**Course Objectives:** After completion of this course the student will

- A. Understand the theory and practice of innovation and technology commercialization.
- B. Be able to assess the commercial potential of an early-stage technology.
- C. Have addressed actual commercialization issues in a team setting.

## Assignments and Grading:

Grading: (90-100%=A, 80-89%=B, 70-79%=C, 60-69%=D, Below=F)

### **Individual Components:**

- **Two Exams:** Exams consist of short answer and essay questions. Questions on the exams will cover material from class lectures and reading assignments.
- **Inter-team Quiz:** For each student this quiz will cover the draft presentation material of the other team. Participation in inter-team discussion and feedback is a critical component of the course.
- **Participation Grade (i.e. “daily points”)** – These points are awarded by the instructor based on a. attendance, b. participation in class, and c. quizzes. **PHYSICAL PRESENCE IS NOT SUFFICIENT to receive credit for attendance.** To achieve a high grade on this component requires preparation before class (e.g., reading assignments) and participation during the class.

### **Group Components:**

- **Research Plan:** This plan describes the tasks, timeline, and member assignments for the team research project.
- **Two Team Presentations:** The first is a draft presentation of raw research findings. The second is the final team presentation based on the information included in the final report.
- **Peer Review Grade**– Each team member is required to evaluate his/her fellow team members during the quarter using the peer review form. These evaluations will be averaged to arrive at a Peer Review Grade for each student. In addition, a team member may be voted off the team (by a super majority) if that member is not participating, or is disrupting team performance. If a student is voted off the team, he/she will be responsible for completing all unfulfilled team assignments individually.

<b>Component</b>	<b>Points</b>
2 Exams (150 each)	300
Inter-team quiz	50
Participation	150
Research plan	50
Draft presentation	50
Final presentation	150
Peer Review	100
Final Report	150
<b>Total</b>	<b>1000</b>

*Additional Assignments for Graduate Students:* Graduate students will be required to perform additional reading and research for 100 points (1100 points total). Graduate students are discouraged from serving exclusively as chairperson for team meetings. However, to maximize the productivity of meetings and discussions, they are expected to insure that each meeting has a pre-prepared agenda and a designated chairperson. This responsibility is of course also considered by the instructor in assigning the graduate student’s Participation Grade.

## Course Policies:

1. Attendance: If you must miss class, you are expected to get the notes, assignments, and any handouts from one of your classmates. Office hours will not be an opportunity to review a lecture that you have missed. Attendance will be taken regularly and students that miss a total of six (6) class periods (excused or unexcused) will fail the course. Tardiness is not appropriate and will not be tolerated. Additionally, leaving class early is strongly discouraged. If you walk in late and are counted absent, it is the student's responsibility to notify the course instructor of their attendance on that same day, in person, in a timely fashion.

2. Participation: Your enjoyment and performance in the course are directly related to your participation. You must keep current with readings and actively contribute to class discussion.

3. Assignments and Deadlines: All assignments/tests are to be completed and turned in on the prescribed due date. All late work will be penalized two full letter grades for each day it is turned in late. If there is that off chance you require an extension, negotiations on deadlines must be undertaken and completed at least one week in advance of due dates. If you should experience an emergency, the instructor will assess the credibility of the plea. A written verifiable explanation of circumstances beyond your control is the best evidence to support a plea for special treatment.

4. Students with Disabilities: The Office of Disabled Student Services (ODSS), in Keeny Hall #333, coordinates campus-wide efforts to provide information and services to Louisiana Tech students with disabilities. Inquiries concerning services for students with disabilities should be directed to the ODSS, the Admissions Office, or the Office of Academic Affairs. Services are available to students who provide appropriate documentation to the ODSS. Any student with a documented disability (e.g., physical, learning, psychiatric, vision, hearing, etc.) requesting classroom accommodations should contact the instructor and the ODSS at the beginning of each quarter. Reasonable classroom accommodations cannot be provided unless/until the student provides appropriate documentation to the ODSS.

5. Distraction policy: Please allow everyone to make the most of their learning experience by turning off any electronic devices (watches, pagers, Sega games, I-phones, headphones, etc.) that can be heard by others during or before class. **You are encouraged to enroll in the University's Emergency Notification (ENS) System. You may leave your cell phones on silent for the sole and express purpose of receiving emergency notices under the ENS. Other than for the ENS, if any of your devices becomes activated during class, you forfeit the opportunity to attend class for the rest of the day.**

6. Preventable Catastrophe Policy: Life is full of unexpected catastrophes. Some of these are controllable, whereas others are not. For those catastrophes which occur that could have been prevented with careful attention (such as computer crashes, lost notes or disks, oversleeping, etc.), you will not qualify for extended deadlines or revised evaluations. So back up your work, hold onto your notes, and invest in a reliable alarm clock.

7. Academic honesty policy: Your enrollment at this university and your participation in this course presuppose that you follow principles of academic and personal integrity whereby you live honestly and respect the work of others as inviolably theirs. Anyone caught cheating on exams, plagiarizing assignments, or failing to cite sources of research will receive a zero on the assignment (and potentially the entire course) and will face disciplinary action under the academic honesty policy. No exceptions. For more information concerning what constitutes

academic dishonesty, see the Louisiana Tech Student Handbook policy entitled, *Honor Code*, which is available online through the Office of Judicial Affairs. Students should take special steps to avoid academic misconduct (i.e., Plagiarism) at all costs. Please consult your student handbook for a definition. According to the Louisiana Tech University Bulletin, “Penalties may range from dismissal from the University or an academic degree program to a failing grade or lesser penalty as determined by the faculty member, plan of study committee, or supervising authority.” All work done in this class must be your own.

8. Moodle: In the event of an emergency, the course will continue through Moodle.