

UNIVERSITY OF ALASKA FAIRBANKS

MBA674 New Venture Development

(3 Credits)

Spring

Instructor: Ping Lan, Ph.D
Office: 218A Bunnell Building
Phone: 907-474-7688
Email: Plan@alaska.edu
Office hours: 3:30-4:30 PM, Monday & Wednesday Also available by appointment
Meeting: 5:30-6:50 PM, Monday & Wednesday at Bunnell 313

Textbook

Marc H. Meyer and Frederick G. Crane (2014) *New Venture Creation: An Innovator's Guide to Entrepreneurship*, Second Edition. SAGE Publications: New York, NY. ISBN: 978-1-4522-5721-1

1. Prerequisite

MBA standing

2. Course Description

This course has been designed to provide students with a venue for commercializing their own or selected innovative ideas through focused studying in several key areas of entrepreneurship. The hands-on approach and experience will teach you specific methods to assess and understand the industry, customers, and competitors for a new venture. And you will then learn how to translate those insights into a winning venture idea, a business model, and set of distinctive new products and services. With this venture strategy in hand, you will then learn how to best raise venture financing, how to write a powerful business plan, and create a compelling pitch for investors. Topics include

7. Further readings:

Chris Guillebeau (2012) *The \$100 Startup: Reinvent the Way You Make a Living, Do What You Love, and Create a New Future*. Crown Business: New York.

Eric Ries

10. Tentative Course Schedule (students can tailor it to their own circumstances)

Week	Topic	Reading	Expected Outputs & Homework
1	Hands On a Successful Venture	Handouts	-Clarify the course features -Specify the course work requirements -Q&A
2	Select a Venture & Make a Working Plan	Chap.1	-Self-Introduction Due -Select a project -Decide business type & ownership -Product

11. Presentation Topics

Student	Presentation Topic	Main Reading	Week
	Venture Selection & Your Case	Chap. 1	Week 2
	Product or Service Development & Your Case	Chap. 4	Week 3
	Market Segmentation & Your Case	Chap. 2	Week 4
	Customer Research & Your Case	Chap. 3	Week 5