



## **VENTURE DESIGN II**

### **WINTER - SPRING 2013**

**Instructor** Marc Idelson  
**Email** marc@idelson.net  
**Office hours** Tuesdays 5:25-5:55 p.m

### **Objective**

The prime objective of this course is to assist students in designing new business ventures.

Ancillary benefits include putting in practice and in perspective knowledge gained and capabilities developed in prior management courses and past duties.

Students with entrepreneurial projects will find this course's process favourable to the refinement of their projected ventures.

The cross-disciplinary blending of management topics this course enables also provides students aiming to join established firms with a hands-on opportunity to start developing the oft-sought ability to effectively and efficiently design, share and critique business development plans. This ability may further young managers' careers.

Students with original venture goals are welcome. This course's inclusive process accommodates social entrepreneurship, public sector planning, research projects, as well as for-profit endeavours.

### **Teaching**

This course is an ongoing workshop within which students apply their knowledge and know-how garnered at school or in the field to a real or realistic venture.

At the start, students present their new venture ideas. Teams are formed and each assigned one of these ideas.

The professor offers a venture design process, which the business plan embodies. The beginning of each session reminds students of the main concepts behind a particular pillar of business planning.

## Assessment

Teams defend their business plans in front of a jury of entrepreneurs and academics.

The individual final grade is composed of:

- Team-level score awarded by jury: 50%
- Member-level score awarded by team peers: 20%
- Student-level participation score awarded by professor: 30%

As a workshop course, the presence and commitment of all team members at all sessions is necessary to the successful fruition of the course. Every absence is therefore detrimental. Only two absences by any given student are tolerated (presence at the jury session is compulsory).

Please note the participation score is automatically nil by the third absence.

**All detected indication of potential ethical misconduct will be investigated and any may be potentially prosecuted by PHBS.**

## Schedule

Session	Theme	Date
week 1	Intro & Casting	March 4 <sup>th</sup> and 7 <sup>th</sup> 1:30-3:20 pm C125
week 2	Market & Strategy	March 18 <sup>th</sup> and 21 <sup>st</sup> 1:30-3:20 pm C125
week 3	Ops & Leadership	April 1 <sup>st</sup> and 4 <sup>th</sup> 1:30-3:20 pm C125
week 4	Finance & Scenarios	April 15 <sup>th</sup> and 18 <sup>th</sup> 1:30-3:20 pm C125
week 5	Critique	April 29 <sup>th</sup> and May 2 <sup>nd</sup> 1:30-3:20 pm C125
week 6	Narrative	May 13 <sup>th</sup> and 16 <sup>th</sup> 1:30-3:20 pm C125
week 7	Rehearsal	May 27 <sup>th</sup> and 30 <sup>th</sup> 1:30-3:20 pm C125
week 8	Jury	tbd, according to class schedules of actually enrolled students
week 9	Debrief	June 24 <sup>th</sup> and 27 <sup>th</sup> 1:30-3:20 pm C125

## Off- and on-line resources

Anne Marie Knott, Venture Design, Sage Publications, 2008  
Graham Friend & John Tennent, Guide to Business Modelling, The Economist books, 2011  
[www.businessballs.com](http://www.businessballs.com) (online references)  
[www.thoughtrod.com](http://www.thoughtrod.com) (brainstorming checklist software)  
[businessplan.lu](http://businessplan.lu) (online service)