COURSE NAME: Entrepreneurship and New Venture Creation

COURSE NUMBER: 8757N (Note: course will be jointly-taught with a Bloch School faculty member, and also includes students from the Bloch School, the School of Computing and Engineering and perhaps other UMKC units; apart from its Law course number, it is also listed ENT 5545 and ENG 311—but law students need to register under Law 8757N, unless a JD-MBA candidate who wants to register through the Bloch School)

PROFESSORS: Tony Luppino (Law); Mark Parry (Bloch/Institute for Entrepreneurship & Innovation).

OTHER MENTORING PARTICIPANTS: Student teams (discussed below) will be assigned a coach from a pool of qualified faculty, Ph.D students in entrepreneurship or local successful entrepreneurs to guide them in the preparation and presentation of a business plan for a start-up venture. The student teams will also be assisted with the financial projections aspects of the business plan they work on during the course by MBA students from a venture capital finance course.

ENROLLMENT ELIGIBILITY: Law student enrollment will require permission of Professor Luppino. Preference will generally be given to law students who have academic or other credentials involving business planning and/or intellectual property law. At the current time, we anticipate space for up to 15 law students.

ESSENTIAL PREREQUISITES: Business Organizations and Federal Tax

DESIRABLE OTHER COURSES: Previous or concurrent taking of Business Planning, any intellectual property course(s), and any other course(s) listed for the Business & Entrepreneurial Law Emphasis.

COURSE BOOKS: Subject to possible change as new texts are reviewed this November, the main reading will be excerpts from The Intentional Entrepreneur: Bringing Technology and Engineering to the Real New Economy by David Bodde (published by M.E. Sharpe) and Preparing Effective Business Plans: An Entrepreneurial Approach by Bruce R. Barringer. There will also be a few case studies to be purchased by students at modest cost, and each student team will need to acquire business planning software that we plan to arrange them to get at no cost or minimal cost.

METHOD OF GRADING & APPRAISAL OF STUDENT FOR GRADE: The Course grade will be based upon a mid-term exam, some writing assignments and oral presentations, some of which will involve team writing and presentations with students from other graduate schools (primarily business and engineering), and class participation.

SUMMARY DESCRIPTION OF COURSE: This 3-credit hour one-semester course introduces interdisciplinary teams of students from business, law, engineering, and possibly other disciplines to the skills needed and knowledge required for building successful, high-value enterprises with technology based intellectual property. The teaching techniques will involve joint instruction by Professors Luppino and Parry, and some interaction with other faculty from the Law, Bloch and Engineering schools; guest speakers on selected topics; team projects with teams comprised of students from various disciplines; and oral and written team presentations of business plans which include consideration of pertinent legal issues in new venture creation. From the law student perspective, the course will also involve individual presentations on selected legal issues by law students to the entire class, designed to hone the communication skills of our students.
**COURSE CONTENT:** After application of the teaching/learning techniques described under “Summary Description of the Course” above, students should have accomplished the following: (i) learned the basics of entrepreneurship within the context of the unique advantages and challenges posed by advanced technology; (ii) gained skills in the analysis of business cases and related legal issues; (iii) enhanced your ability to communicate concisely and persuasively both orally and in writing; (iv) gained experience working in diverse, multi-disciplinary teams; (v) worked with a diverse group of students in developing a business model for a venture, along with a complete formal business plan, which includes consideration of pertinent legal issues, to support the business venture model; and (vi) collaborated in the presentation of the completed business plan in a *UMKC Institute of Entrepreneurship and Innovation* sponsored business plan competition.

**RELEVANCY OF COURSE FOR CAREER PURPOSES:** The Course will be particularly relevant to any student who might aspire to serve as legal counsel to entrepreneurs involved with technology commercialization or to themselves become such entrepreneurs. From a broader perspective, the Course will also be relevant to any law student who envisions working in practice with teams of professionals from varied disciplines, in that it will illustrate the need to explore and understand the vocabulary, problem-solving approaches and varied perspectives of non-lawyers involved in collaborative projects. Note that the Course will qualify as one of the “electives” for our Business & Entrepreneurial Law Emphasis. In addition, the nature of the course is such that it should provide students with valuable contacts that might lead to career opportunities and possibly participation in business ventures.