

## ISC 484: Software Entrepreneurship Fall 2017

**Place and Time:** TR 12:45pm – 2:05 p.m., Shineman 444

**Instructor:** Alex Pantaleev

**Office:** Shineman 441

**Office Hours / Lab Time:** TR 11:45 a.m. – 12:45 p.m.

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**Course Webpage:** <http://www.cs.oswego.edu/~alex/>

**Short Description:** This course is an introduction to entrepreneurship and specifically starting, growing, managing, leading, and ultimately exiting a new software-based startup. The course sessions will follow the natural order of starting a new business: choosing your idea and your team, validating that idea with customers, honing your initial pitch, dealing with the legal issues of starting a business, building a great product, deciding among financing strategies, developing a go-to-market and operating plan, and exiting successfully.

**Objectives:** Upon the successful completion of the course, students will be able to develop an awareness and understanding of the range, scope, and complexity of issues involved in starting and running a technology business; and gain insight into how entrepreneurs conceive, adapt, and execute strategies to create new, successful businesses.

### **Textbooks:**

- Eric Ries (2011). *The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses*. Crown Business (ISBN-13: 978-0307887894)
- Steve Blank, Bob Dorf (2012). *The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company*. K & S Ranch. (ISBN-13: 978-0984999309)

### **Grading Policy:**

Case Write-ups: 40% (8 x 5% each)

Discussion / class contribution: 20%

Team presentation: 10%

Team report: 15%

Final exam: 15%

There is no curve. The grading scale is:

93 and up	A
90 to 92.99	A-
87 to 89.99	B+
83 to 86.99	B
80 to 82.99	B-
77 to 79.99	C+
73 to 76.99	C
70 to 72.99	C-
67 to 69.99	D+
63 to 66.99	D

60 to 62.99	D-
Below 60	E

**Policies:**

- Students are expected to attend all scheduled classes. If you are unable to attend a class, contact me by email.
- Scheduled readings should be completed prior to class.
- Course assignments are to be electronically submitted.
- Assignments electronically submitted after 11:59pm of the due date will be considered late. Late submissions will be accepted until the beginning of the next class after the deadline, with a penalty of 50%.
- *It is your responsibility to check the course webpage and your email accounts regularly.*
- There will be one per cent deducted from a student's final course grade per cell phone ring/call/text message or other noise from electronic devices in class. Please turn off your cell phones and other distractions.
- The Office of Disability Services is available to assist students who have a legally documented disability or students who suspect that they may have a disability. If you have a disabling condition that may interfere with your ability to successfully complete this course, please contact the Office of Disability Services. (Alternative testing for students with learning disabilities is available through Disability Services.)
- Intellectual Integrity Policy: SUNY Oswego is committed to Intellectual Integrity. Any form of intellectual dishonesty is a serious concern and therefore prohibited. The full policy can be found at <http://www.oswego.edu/integrity>