

Department of Engineering and Society
School of Engineering and Applied Science
University of Virginia

HIST 3559/STS 2500
The Entrepreneur in History
W. Bernard Carlson
Spring 2014

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Purposes of the Course

This course has two facets. On one hand, we will investigate the material development of human societies across history, inquiring into the role that individuals have played in creating new wealth. We will consider the different contributions that entrepreneurs have made and which societies support their activities. We will study entrepreneurs from ancient times to the present.

On the other hand, we will also apply the lessons of history to developing your entrepreneurial skills. We will introduce a set of business tools called the Business Model Canvas (BMC) and we will apply these tools to historical examples. Working in groups, you will develop a new business or product and will present that new idea at the end of the semester in the form of a poster and concept paper. Overall, the course should enrich your understanding of how entrepreneurs think and bring about change in the world.

Texts and Supplies

We will use one book in this course that can be downloaded:

Alexander Osterwalder and Yves Pigneur, *Business Model Generation* (Self-Published, 2009). Available at
<http://www.businessmodelgeneration.com/book>.

We will also read a number of book chapters and articles that will be available on Collab. Most lectures will have a reading assignment that needs to be read *before*

class; each session involves a significant amount of discussion, so you need to come prepared to participate.

Occasionally, I will forward an article to you by email from the *New York Times* or another source, so *be sure to read any item that is sent to you via the Collab email system.*

You will also need a separate notebook for the Idea Notebook assignment. Please purchase a **marble-covered notebook** at the bookstore with graph paper inside. This notebook will be used for recording daily ideas and not for taking class notes. For the Business Model Canvas assignments, you will need to purchase small Post-It Notes in a variety of colors.

Assignments

The course will involve a mix of individual and group assignments:

Individual Assignments:

Idea Notebook	5%
Coat of Arms Assignment	5
Rocket Pitch speech	10
Mid-Term Exam	20
Entrepreneur Biography	10

Group Assignments:

Preliminary Product Report	5
Business Model Canvas	15
Business Concept Poster	15
Business Concept Report	15

The Business Concept Report and Poster assignments constitute the final exam for this course.

Most assignments will have instructions distributed in handout or posted on the course webpage on Collab. I will discuss each assignment in depth on the days indicated on the schedule below. The due date for each assignment is listed in bold. All assignments are due either at class time or by 5 PM on the due date. Any late assignments will lose a **full letter grade** for each day that they are late.

The written and reading assignments are listed below on the schedule. This schedule shows the order in which we will take up various topics and tasks, but it is subject to change based on my assessment of how the majority of students are doing in the class. In other words, on some occasions, I may change the due date of some assignments, but if I do so, I will give the class ample notice.

Notebook Assignment

I believe that entrepreneurs should develop tools that help them identify ideas and refine ideas into opportunities. Toward that end, you will need to keep an idea notebook throughout the semester and **make at least one entry in it every day**. Instructions for keeping such a notebook will be put on the course's Collab web page.

Class Discussion

All students are expected to participate in class discussions of the readings. To facilitate discussion, we will use **name tents**; please be sure to bring and display your name tent at each class. Students who regularly participate and provide thoughtful insights will have their final grades rounded up. Students who choose not to participate can expect that their final grade will be rounded down.

Ground Rules

Written assignments should be typed on one side of the paper. Assignments should be double-spaced, using standard fonts (10 or 12 point) and one-inch margins. In assignments involving illustrations and visual materials, you will be permitted more flexibility in terms of layout, fonts, and margins. All diagrams, charts, and tables must be appropriately labeled. Your name, course number, instructor's name, date, and name of the assignment should appear on each paper. Please be sure to **staple** multi-page assignments and **number** the pages. Do not submit any assignment in a clear plastic report folder; I will simply throw the folder away. **Always make and keep a copy of each assignment.**

All papers must be carefully **proofread**. You may use a spell-checker on your papers, provided that the program does not automatically change misspelled words. Please be sure to read your papers over prior to submission to make sure that you have the right word in the right place; spell-checkers often correct words but they cannot tell whether you are using the proper word. **Any paper with more than three misspelled words will receive one point off for each subsequent misspelling.**

All work submitted for a grade must be pledged according to the Honor Code Guidelines for STS Courses. If you are not familiar with these guidelines, I will be happy to provide a copy. **Papers that are not pledged will not be graded and will be returned to the student for pledging.**

With regard to **reading assignments**, I assume that you will read the articles or pages listed for a particular class **prior** to that class. If I feel that students are not doing the reading assignments, I may elect to give one or two **unannounced** reading quizzes.

While I anticipate that all students will pass this course, previous unpleasant experiences require that I explain in advance the ways in which it is possible to **fail** this course. First, you can flunk if you do not turn in all of the assignments and/or the quality of your work is below what I deem to be the acceptable minimum. Second, I have the option to fail you if you do not submit any or all of the

assignments on the due dates. And third, you can fail if you have an inordinate number of absences, excused or unexcused.

Should you have a learning disability that requires accommodation, I would be grateful if you would advise me privately of your situation **well in advance** of the start of any assignment or examination. I am not necessarily able to provide accommodation once an assignment or exam is underway.

Please place all **cell phones** on vibrate during class. You are welcome to consult the readings or take notes on your laptop during lectures, but I may ask that all **laptops** be put down during discussion. If I notice that too many students are surfing the Web during class and not paying attention, I may elect to ban laptops from the class.

On the rare occasion that I may be delayed in coming to class, I ask that you wait for me for **20 minutes** before leaving the classroom.

Class Attendance

I expect students to behave like the professionals they are becoming. Consequently, I assume you will make every effort to attend each class meeting. However, I also know that you have other professional and personal obligations that may prevent you from attending every class. Recognizing this, every student may cut **three** class meetings and not be required to explain their absences. If you need to be absent more than three times, then I ask that you give me a note explaining each additional absence. I will severely penalize students who have an unreasonable number of absences.

Please make every effort to arrive at class on time. We take roll every day using a sign-in sheet. It is your responsibility to make sure that you sign the sheet at each class, and it is an honors offense to sign for a classmate who is absent.

Supplemental Lectures

A central feature of your university education should be learning from the many lectures, performances, and other activities taking place on grounds. Consequently, you are expected to attend **two events** during the semester. You should plan on attending events not directly related to engineering. Throughout the semester, I will call various interesting lectures to your attention, but it is your responsibility to identify and attend two events. To document your compliance with this request, you must submit a pledged note giving the date and title of each lecture you attend. Failure to attend outside events will result in my rounding your grade down.

Preliminary Schedule

	Tuesday	Thursday		Tuesday	Thursday
Week 1	14 January Introduction to course; Introduce Notebook Assignment Read Notebook Handout (Collab)	16 January Thinking about Entrepreneurship Read Cold Opportunity (Collab)	Week 9	11 March Spring Break No Class	13 March Spring Break No Class
2	21 January Business Model Canvas (Guest Lecture by Prof. Muir) Read	23 January Assessing Your Means Introduce Coat of Arms Exercise <i>Read Saravathy</i>	10	18 March Bell, Hubbard, and the Telephone <i>Read WBC on Bell</i>	20 March Rockefeller Discuss Portrait Assignment <i>Reading TBA</i>
3	28 January Different views of Entrepreneurship <i>Read Gladwell and Pusateri (Collab)</i>	30 January Entrepreneurship in the Ancient World <i>Read Hudson (Collab)</i>	11	25 March Midterm Exam	27 March Department Stores <i>View Video (Collab)</i>
4	4 February Team Building with Coat of Arms Coat of Arms Due	6 February Greek Ships and Trade <i>Reading TBA</i>	12	1 April Andrew Carnegie and the value chain <i>Reading TBA</i>	3 April Edison <i>Reading TBA</i>
5	11 February Rocket Pitches in Groups Rocket Pitches Due	13 February Entrepreneurship in Arabic and Chinese Societies <i>Reading TBA</i>	13	8 April Tesla <i>Read WBC on Tesla</i>	10 April Henry Ford <i>Reading TBA</i> Portrait of Entrepreneur Due
6	18 February Prince Henry as Entrepreneur <i>Read Law</i>	20 February The Dutch Republic <i>Reading TBA</i>	14	15 April Estee Lauder <i>Read Koehn (Collab)</i>	17 April Steve Jobs <i>Read Isaacson (Collab)</i>
7	25 February British Industrial Revolution <i>Reading TBA</i>	27 February Preliminary Team Reports on Products Due	15	21 April Mark Zuckerberg <i>Reading TBA</i>	24 April Business Concept Fair in Class Business Concept Poster Due
8	4 March Wedgwood as Marketing Entrepreneur <i>Read Koehn</i>	6 March Boulton, Watt, and the Steam Engine <i>Reading TBA</i> Team BMC Due	16	29 April Conclusion Notebooks due	
					8 May Business Concept Report Due 12 Noon