COURSE NAME: Entrepreneurship and New Venture Creation

COURSE NUMBER: Law 757N (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 757N, unless a JD-MBA candidate who wants to register through the Bloch School)

PROFESSORS: Tony Luppino (Law); Tony Mendes (Bloch/Regnier Institute for Entrepreneurship & Innovation (“IEI”)).

OTHER MENTORING PARTICIPANTS: Student teams (discussed below) will have access to mentorship from a pool of qualified faculty from the Law School, the Bloch School and the School of Computing & Engineering, and other disciplines, and various mentors associated with the IEI to guide them in the preparation and presentation of a business plan for a start-up venture.

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, the Entrepreneurial Legal Services Clinic any intellectual property course(s), and/or any other course(s) listed for the Business & Entrepreneurial Law Emphasis.

COURSE BOOKS: For spring semester 2016 the main assigned reading will be from The Intentional Entrepreneur: Bringing Technology and Engineering to the Real New Economy by David Bodde, from Preparing Effective Business Plans: An Entrepreneurial Approach by Bruce R. Barringer, and from Insight Inventory Team by Patrick Handley.

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 individual participation in class and in team settings.

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 Mendes, and some interaction with other UMKC faculty from various disciplines; 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/COURSE OBJECTIVES/EXPECTED OUTCOMES:** 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 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) participated in a UMKC Regnier Institute of Entrepreneurship and Innovation business plan competition.

**RELEVANCY OF COURSE FOR CAREER PURPOSES/OUTCOMES:** 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. It will include opportunities to hone skills in issue spotting, client interviewing and counseling, and writing persuasively and with clarity. 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.