

Course Syllabus

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Course Information

This course is offered collaboratively through the UW MBA Consortium. Campus specific course information is listed below:

UW-Eau Claire: MBA 753: Corporate Venturing

UW-Oshkosh: MBA 769

UW-LaCrosse: BUS 700

Credit Hours: 1.5

Course Term: Summer 2023

Delivery Mode: Online

Course Dates: May 22, 2023 - July 9, 2023

If you are considering dropping this course, having a conversation with your academic advisor is a good place to start. You should also let the instructor know what your plans are. Click the following links,

based on your home campus, to learn more about dropping this course: [Consortium/UW-Eau Claire](#) 

[\(<https://help.wisconsinonlinemba.org/article/60-adding-dropping-classes>\)](https://help.wisconsinonlinemba.org/article/60-adding-dropping-classes) | [UW Oshkosh](#) 

[\(<https://uwosh.edu/registrar/students/add-drop-calendar/>\)](https://uwosh.edu/registrar/students/add-drop-calendar/) | [UW-Parkside](#) 

[\(<https://www.uwp.edu/live/offices/registrarsoffice/adddrop.cfm>\)](https://www.uwp.edu/live/offices/registrarsoffice/adddrop.cfm)

Instructor Information

Name: Ryan Skiver

Home: University of Wisconsin -Oshkosh

Office: Sage 1416

Office hours: T, Th 8:30AM-9:30AM (Virtual)

Phone: 920-424-0159

Email: skiverr@uwosh.edu (<mailto:skiverr@uwosh.edu>)

Course Description

This course examines theory and practices that explain how organizations effectively create new businesses and foster innovation. The course focuses on the concept of corporate venturing, which is the process through which organizations turn a good idea into a viable business. Students will be exposed to concepts that explain how to encourage entrepreneurship, identify venture opportunities, locate these potential new businesses within the firm, select the right managers, and develop the proper planning processes. This course is divided into three major topics:

- Foundations and Planning
- Managing the New Venture
- Implementing & Evaluating a Venture Proposal

Learning Outcomes

This course addresses several objectives of the MBA program(s), including the demonstration of the following:

1. Broad-based knowledge of functional areas in business, including accounting, finance, marketing, information technology, management, and operations management
2. Decision-making skills such as the identification of business problems and qualitative analysis of those problems
3. Allocate resources to strategic initiatives necessary to close gaps between current and desired strategic outcomes
4. Adapt strategy, objectives, and operations to changing opportunities
5. Create a culture that inspires responsible individual and organizational behavior and motivates goal achievement
6. Organize, prioritize, negotiate, and delegate work

After successfully completing the course, students will be able to do the following:

1. Anticipate and manage the conflict between the needs of the firm and the needs of the venture.
2. Analyze the major challenges to the successful creation and operation of new ventures within an existing organization.
3. Identify and evaluate opportunities to develop working business plans.
4. Select the appropriate location within the organization for a new venture and the management teams for that venture.
5. Select one of the seven major venture types as an appropriate form for each venture.
6. Analyze guiding principles for the survival of venture managers.
7. Demonstrate ability to use technology to make virtual presentations.

Required Course Materials

Textbook

Title: Corporate Entrepreneurship (1st edition, 2012)

Authors: Hisrich and Kearney.

ISBN: 978-0071763165

Please note that this ISBN may differ from what appears on the UWEC bookstore website. If ordering from a source other than the UWEC bookstore, be sure to use the ISBN provided here to ensure you get the correct text.

[Click here to learn more about ordering textbooks](#) 

https://www.wisconsinonlinemba.org/order_textbooks.phtml.. Contact mba@uwec.edu

<mailto:mba@uwec.edu> with any textbook-related concerns.

Articles

Links to supplemental assigned web-based readings are included in the weekly commentaries.

Course Topical Outline

The following topics will be covered each week:

Foundations and Planning

- Week 1 Corporate Venturing: An Introduction
- Week 2 Corporate Venturing: Getting Started
- Week 3 Corporate Venturing: Opportunities and Planning

Managing the New Venture

- Week 4 Managing Corporate Venturing
- Week 5 Managing the Venture

Implementing and Evaluating a Venture Proposal

- Week 6 Guide for Venture Managers
- Week 7 Evaluating a Venture Proposal

Assignments and Activities

The schedule, including due dates for assignments, can be found in the Calendar. Assignment details are located in the weekly section in which they are due. The final project information is described in the [Final Project \(https://uws.instructure.com/courses/578642/modules/items/18327981\)](https://uws.instructure.com/courses/578642/modules/items/18327981) section.

The distribution of grading is as follows:

Item	Point Value
Class discussion participation (weeks 1-6)	30%
Group Project discussion participation (weeks 3-6)	15%
Final project	35%
Final project peer evaluations	5%
Individual assignment: Group project evaluation	15%

Team Norms and Peer Evaluations

Group members are encouraged to develop clear guidelines and norms for their groups. I encourage you to use the guidelines for developing teams provided to you during the MBA Consortium program orientation. Create norms that ensure effective teamwork and please contact me if you think I can help.

I will ask you to complete peer evaluations near the end of the course to make sure that credit is given where credit is due. Each team member will evaluate the other members of the team, based on their contributions. The obvious purpose of these evaluations is to assist me in determining an individual's contribution to the group work. Evaluation may be based on the timeliness of submissions and quality of contribution.

These evaluations will be held in the strictest confidence, and individual evaluations will not be disclosed; rather, only aggregate numbers will be discussed with students. You will be asked to use a ranking method. If all members contributed equally, then provide a ranking of equals. Please note that these peer evaluations may constitute a part of an individual's grade.

Final Grades




Final grades will be calculated according to each school's grading system. I reserve some discretion in determining final grades.

Percentage	Consortium/UW-Parkside	UW-Oshkosh
93-100%	A	A
90-92.9%	A-	A-
87-89.9%	B+	B+
83-86.9%	B	B

80-82.9%	B-	B-
77-79.9%	C+	C+
73-76.9%	C	C
70-72.9%	C-	C
67-69.9%	D+	F
63-66.9%	D	F
60-62.9%	D-	F
0-59.9%	F	F

Consortium's Excused Absence Policy

An absence will be considered excused or authorized according to the following institutional policies:

- The student's home campus policy on excused absences will apply.
 - [UW – Oshkosh](https://www.uwosh.edu/registrar/policies/attendance-policy)  (<https://www.uwosh.edu/registrar/policies/attendance-policy>)
 - [UW – Parkside](https://www.uwp.edu/learn/academiccatalog/2017-2019/policies.cfm)  (<https://www.uwp.edu/learn/academiccatalog/2017-2019/policies.cfm>)
- UW MBA Consortium students will follow the [UW – Eau Claire Authorized Absence Policy](https://www.uwec.edu/kb/article/class-attendance-and-authorized-absence-policies/#authorized-absences).  (<https://www.uwec.edu/kb/article/class-attendance-and-authorized-absence-policies/#authorized-absences>)

If your absence falls into the excused absence category, please contact me as soon as possible. I may request that you provide documentation, and I may need time to make alternative assessments available to you.

Late Penalty Policy

Timely completion of all assignments is critical to student success in this MBA program. Students should take assignment deadlines seriously and plan in advance to allocate sufficient time to meet deadlines (especially for the discussion questions). For written assignments, I may grant limited extensions of time for unexpected business, health, or personal emergencies beyond a student's control. In order to be granted such an extension, you must make the request in advance of the due date and support the

request with a compelling rationale that would be fair to others in the class. Any such extension will be for a specific period not to exceed one week. For late submissions that have not been approved by the instructor (and for written assignments submitted after an extension due date) the penalty is a 10 percentage points reduction in the grade for that assignment for each day that the assignment is late. No late work will be accepted for the final project. And no late work will be accepted after the final deadline (see calendar) for the weekly discussions.

NOTE: Late penalties will apply to the final project peer evaluation as I see it as a part of the final project assignment.

My Educational Philosophy

This course might seem different than other MBA consortium courses you've taken. It's designed for the instructor to be active in the discussions rather than grading discussion participation every week. This approach is intentional. It's based on several established online learning models; it uses what has generally been termed a constructivist-group approach (Arbaugh & Benbunan-Fich, 2006; Ivancevich, Gilbert, & Konopaske, 2009; Rollag, 2010); this means I will present content and we'll use a combination of individual and group-based activities to interact with that content to drive your learning experience. I invite you to refer to the list of references at the bottom of this section and to ask questions about this approach.

My role in the constructivist-group approach to online teaching is referred to as "teaching presence" in the Community of Inquiry (CoI) theory of online learning (Garrison, Anderson, & Archer, 1999). The CoI has been found to be a useful framework for designing and conducting of upper-level online management education (Arbaugh, 2014; Daspit & D'Souza, 2012; Weyant, 2013). From this perspective, teaching presence has three elements that should be demonstrated in the following ways:

- **Course design and organization** - presentation and arrangement of content, discussion topics, and assessments developed in concert between the UW MBA Consortium instructional design staff and me;
- **Facilitating discourse** - presenting initial discussion questions, guiding exploration of ideas presented in posts, avoiding discussions that may not lead to productive inquiries, leading students toward potential applications of content; and
- **Direct instruction** - elaboration of content in weekly commentaries, steering of discussions out of "dead ends" toward more productive directions, answering questions, and clarifying factual knowledge.

As a result, you will see that I tend to be a relatively active participant in both group and class discussions, which has implications for other aspects of the course (the most important being the level of evaluation of individual student participation).

What I Expect

It is your responsibility to be prepared for class, to actively participate, and to contribute to the course activities. Interaction with your classmates is a necessary means of obtaining the maximum benefit from this course. NOTE: This is a graduate-level course, so I do not pre-screen any assignment, project, or posts.

Your technical concerns should be directed to the UW System MBA Support at BIZHelp@uwec.edu (<mailto:BIZHelp@uwec.edu>). The support staff is available Monday through Friday between 7:00 a.m. and 3:30 p.m.

Participation

You are expected to be ready to participate in the course starting the first day. This means that you should be familiar with the internet and the course software, and you will have completed your personal profile. You are expected to spend time generating and participating in discussions with the other students. These discussions play a central role in the online learning experience.

Unlike the situation in most face-to-face courses, where you can show up for class, listen to lectures, and perhaps not play an active role in discussion, the assignments in the online courses require your participation. If you do not keep up with reading and other homework, you will not be able to contribute meaningful, timely comments to the online discussions. Avoid this predicament by setting aside specific times each week for engaging in course participation activities, and stick to them. Otherwise, you may find yourself quickly falling behind in reading messages to which you need to respond.

How often will I have to be online?

Flexibility is built into online courses; you can log on when it is convenient for you as long as you adhere to the Calendar. A good plan is to sign in at least daily to check announcements and review online materials. The amount of time you need to be online depends on the activities for that session. Based on my previous experience with online courses, I anticipate that you will spend four to six hours a week online to keep up with class discussions, assignments, etc. In addition to this, you will spend time reading the text and the articles, working on your paper, etc. Consult the schedule to see when each assignment is due and when discussions begin and end.

What You Can Expect

I typically visit the course site daily Monday through Saturday, but do not guarantee that I'll be online every day. I will not be on the site on Sundays.


Please post your questions about course content and assignments to the course discussion board rather than emailing me directly. Like you, I get deluged with emails, and you'll get a quicker response from me if you post your question(s) to the course site. And by posting to the class site, you will be performing a service for the entire class because chances are that others have the same

question. Depending on the day you post your question(s), you should get a response from me within 24 hours. That said, questions of a more personal nature should be emailed to me.

Barring unexpected emergencies, you should receive graded assignments within a week of the assignment due date.

Because by this point in the program, some of you have had several classes together, this is probably common practice, but I'll mention it anyway: Please check peoples' profiles on the class list so that you'll know what people prefer to be called when addressing them by name in your postings.

Technology Requirements

Access to a computer and high-speed Internet connection that is capable of accessing Canvas is required. Please review the [minimum technology requirements and recommendations](https://www.uwidocs.org/2018/09/04/student-responsibilities-in-an-online-class/)  (<https://www.uwidocs.org/2018/09/04/student-responsibilities-in-an-online-class/>). Pay special attention to the sections on verifying your submissions, recommended browsers, and how to get technical support.

Additional Information and Resources

Additional information and resources can be accessed via links on Online Course Resources on the left course navigation bar. Specifically:

- For tips and guidance about participating in discussions, refer to the Netiquette policy
- For resources to help polish your writing skills, refer to Writing Tips
- If you need to conduct library research, refer to the Library Guide

Academic Conduct

Integrity is an important component of students' academic experiences. The academic evaluation a student receives for a course becomes a permanent University student record and it is critical such records be accurate and consistent. In addition, the integrity students learn and exhibit at the University will be the model for the professional integrity they practice when they complete their academic work. The University believes unquestionable character and integrity are essential for successful careers. Whatever role you may play in an organization, be it publicly or privately owned, you will occupy a position of trust. High ethical standards, therefore, are not only necessary but are fundamentally part of all the University represents when it grants a degree.

All class materials are the intellectual property of the instructor and may not be shared outside of this course (e.g., to commercial "study sites") without my permission.

Unless I specify otherwise, all work that you turn in to me should be an individual effort. The sentence structure, wording, and content for your assignments and discussions must be your original work. Academically dishonest behaviors include (but may not be limited to) the following:

- Intentionally or unintentionally presenting someone else's ideas or words as your own, either as a direct quote or paraphrased or summarized material, without the proper citation. All quotes and direct references must include citations. Remember to use APA format for citations. See the [OWL website from Purdue](http://owl.english.purdue.edu/owl/resource/560/01/) [↗](http://owl.english.purdue.edu/owl/resource/560/01/) for APA citation guidelines.
- Submitting work that is identical to or so similar to that of another's in its wording, sentence structure, and content that it cannot be considered original.
- Plagiarizing yourself by submitting work for evaluation in this course that was previously graded or otherwise evaluated in another course. You can cite your previous work. If you want to use your previous work, contact me first.
- Making up data or citations.
- Consulting resources to complete a graded course assessment other than those allowed in the assessment directions. If you are unsure what is considered as an authorized resource, consult with your instructor.
- Helping someone else engage in academically dishonest behavior, including posting course materials online.
- Violating copyright laws. In some cases, citing a source is not sufficient; you also have to obtain permission from the original source for the materials you use. Likewise, if you use any materials from this course outside this course, you may need permission to use them (e.g., in your company's training manuals, publications, or style guides).

Any investigation into any form of academic misconduct will result in a report to the dean of students and in student academic disciplinary sanctions as established by the UW System Board of Regents ([UWS Chapter 14](https://docs.legis.wisconsin.gov/code/admin_code/uws/14.pdf)) [↗](https://docs.legis.wisconsin.gov/code/admin_code/uws/14.pdf).

Disciplinary procedures from the student's home campus dictate the disciplinary action against students who engage in academic misconduct.

Accommodation for Students with Disabilities

In order to ensure that all of our students have equitable access to our online course materials, we strive to meet the guidelines set by Section 508 of the Rehabilitation Act, which requires the public to provide reasonable accommodations to individuals with disabilities when posting web-based materials. Canvas is [compliant with W3C's Web Accessibility Initiative](https://community.canvaslms.com/docs/DOC-2061-accessibility-within-canvas) [↗](https://community.canvaslms.com/docs/DOC-2061-accessibility-within-canvas) and with [Section 508](https://www.section508.gov/) [↗](https://www.section508.gov/) guidelines. Additionally, Canvas was certified as a [substantially conformant LMS](https://webaim.org/services/certification/canvas) [↗](https://webaim.org/services/certification/canvas) by WebAIM, a third-party authority in web accessibility. If you find that course materials are not posted in a format that meets your needs, or you need testing accommodations, please contact Online Course Support at [BIZHelp@uwec.edu](mailto:bizhelp@uwec.edu) [↗](mailto:bizhelp@uwec.edu) and we will work with you to find a reasonable accommodation.

References

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- Rollag, K. (2010). Teaching business cases online through discussion boards: Strategies and best practices. *Journal of Management Education*, 34, 499-526.

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Course Summary:

Date	Details	Due
Mon May 22, 2023	 Complete the Student Code of Conduct https://uws.instructure.com/calendar?event_id=1427026&include_contexts=course_578642	12am
Tue May 23, 2023	 Introductions	to do: 11:59pm
	 Week 1 Commentary	to do: 11:59pm
	 Week 1 Class Discussion https://uws.instructure.com/courses/578642/assignments/6013962	due by 11:59pm
Sat May 27, 2023	 Form final project group https://uws.instructure.com/calendar?event_id=1427025&include_contexts=course_578642	12am
	 Final Project Group Construction Area	to do: 11:59pm
Mon May 29, 2023	 Week 1 Whole Class Discussion Closes	to do: 11:59pm
Tue May 30, 2023	 Week 2 Commentary	to do: 11:59pm
	 Week 2 Class Discussion https://uws.instructure.com/courses/578642/assignments/6013961	due by 11:59pm
Mon Jun 5, 2023	 Week 2 Whole Class Discussion Closes	to do: 11:59pm
Tue Jun 6, 2023	 Week 3 Commentary	to do: 11:59pm
	 Week 3 Class Discussion https://uws.instructure.com/courses/578642/assignments/6013960	due by 11:59pm

Date	Details	Due
Sat Jun 10, 2023	 Week 3 Final Project Group Discussion (https://uws.instructure.com/courses/578642/assignments/6013959)	due by 11:59pm
Sun Jun 11, 2023	 Final Project Subject (https://uws.instructure.com/courses/578642/assignments/6013965)	due by 11:59pm
Mon Jun 12, 2023	 Week 3 Whole Class Discussion Closes	to do: 11:59pm
Tue Jun 13, 2023	 Week 4 Commentary	to do: 11:59pm
Tue Jun 13, 2023	 Week 4 Class Discussion (https://uws.instructure.com/courses/578642/assignments/6013958)	due by 11:59pm
Fri Jun 16, 2023	 Midterm Course Evaluation	to do: 11:59pm
Sat Jun 17, 2023	 Week 4 Final Project Group Discussion (https://uws.instructure.com/courses/578642/assignments/6013957)	due by 11:59pm
Mon Jun 19, 2023	 Week 4 Whole Class Discussion Closes	to do: 11:59pm
Tue Jun 20, 2023	 Week 5 Commentary	to do: 11:59pm
Tue Jun 20, 2023	 Week 5 Class Discussion (https://uws.instructure.com/courses/578642/assignments/6013956)	due by 11:59pm
Sat Jun 24, 2023	 Week 5 Final Project Group Discussion (https://uws.instructure.com/courses/578642/assignments/6013955)	due by 11:59pm
Mon Jun 26, 2023	 Week 5 Whole Class Discussion Closes	to do: 11:59pm
Tue Jun 27, 2023	 Week 6 Commentary	to do: 11:59pm
Tue Jun 27, 2023	 Week 6 Class Discussion (https://uws.instructure.com/courses/578642/assignments/6013954)	due by 11:59pm

Date	Details	Due
Sat Jul 1, 2023	 Week 6 Final Project Group Discussion (https://uws.instructure.com/courses/578642/assignments/6013953)	due by 11:59pm
Mon Jul 3, 2023	 Week 6 Whole Class Discussion Closes	to do: 11:59pm
Wed Jul 5, 2023	 Submit Final Projects Here for Peer Evaluation	to do: 11:59pm
Wed Jul 5, 2023	 Submit Final Projects Here for Grading (https://uws.instructure.com/courses/578642/assignments/6013967)	due by 11:59pm
Thu Jul 6, 2023	 Week 7 Commentary	to do: 11:59pm
Fri Jul 7, 2023	 Final Project Peer Evaluations (https://uws.instructure.com/courses/578642/assignments/6013964)	due by 11:59pm
Sun Jul 9, 2023	 Final Course Evaluation	to do: 11:59pm
Sun Jul 9, 2023	 Individual Assignment: Project Evaluation (https://uws.instructure.com/courses/578642/assignments/6013966)	due by 11:59pm
	 Final Grade (https://uws.instructure.com/courses/578642/assignments/6013963)	