

490A RESIDENTIAL: INTRODUCTION TO CAREERS IN INNOVATION AND ENTREPRENEURSHIP

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Course Description

This residential course provides students with a focused introduction to careers in Innovation and Entrepreneurship (I&E). This course will help students develop an entrepreneurial mindset and begin to acquire the skills and tools needed to pursue roles in innovation in established companies and entrepreneurship in new ventures.

Course Materials

The course involves watching a set of short pre-residential videos, preparing and discussing two case studies featuring UC Davis alumni, several short lectures, participating in a number of discussions with entrepreneurs, and preparing and participating in two in-class group exercises.

The case studies offer the opportunity to address real-world issues involving new ventures or innovation projects.

Guest discussions will allow students to engage entrepreneurs in a dialog on challenges they have faced and lessons that they have learned.

The in-class exercises will provide a hands-on experience for students with key issues in I&E.

Class Requirements

The I&E residential is graded on a pass/fail basis. To pass the course, students must participate in all residential sessions and complete the following:

- **Assignment 1: *Origin Materials* Case Write-Up** (30%). A two- to three-page individual write-up of the five questions posed at the end of the *Origin Materials* case, submitted prior to the start of the first class.
- **Assignment 2: *Odyssey Plan* Exercise** (20%). An individual write-up for the Odyssey Journey exercise, submitted after the end of the second class and before the end of the residential.
- **Assignment 3: *John Foraker* Case Write-Up** (30%): A two- to three-page individual write-up of the five questions posed at the end of the *John Foraker* case, submitted prior to the start of the third class.
- **Assignment 4: *Netstorming Your Network* Exercise** (20%): An individual write-up for the Netstorming Your Network exercise, submitted after the end of the fourth class and before the end of the residential.

Course Schedule

Residential Class 1: Characteristics of Innovators and Entrepreneurs, December 16, 1:00 – 4:00 p.m.

- Course Welcome and Overview (10 minutes)
- Facilitated Case Discussion (80 minutes)
- Break (10 minutes)
- Facilitated Guest Entrepreneur Discussion (75 minutes)
- Wrap-Up (5 minutes)

Assignment 1: Origin Materials Case Write-Up

- Read the case: *Origin Materials*
- Complete a two- to three-page case write-up that address the five key questions posed at the end of the case and turn the write-up in before the start of the first class
- Prepare questions for the guest entrepreneurs

Residential Class 2: The Hero's Journey, December 17th, 9:30 a.m. – Noon

- Lecture With Interactive Polls (30 minutes)
- Small Group Exercise (70 minutes)
- Present Out & Discussion (40 minutes)
- Wrap-Up (10 minutes)

Assignment 2: Odyssey Plan Exercise

- Watch the short video: [What Makes a Hero?](#)
- Watch the short video: [Joseph Campbell and the Myth of the Hero's Journey](#)
- Watch the short video: [A Growth Mindset](#)
- Prepare the individual activity: *Odyssey Plan*
- Participate in the in-class group activity
- Complete and turn in the full assignment before the end of the residential

Residential Class 3: Building a Team and Culture, December 17, 1:00 – 4:00 p.m.

- Facilitated Case Discussion (80 minutes)
- Break (10 minutes)
- Facilitated Guest Entrepreneur Discussion (75 minutes)
- Wrap-Up (15 minutes)

Assignment 3: *John Foraker* Case Write-Up

- Read the (A) and (B) case: *John Foraker*
- Complete a two- to three-page case write-up that address the five key questions posed at the end of the case and turn the write-up in before the start of the third class
- Prepare questions for the guest entrepreneurs

Residential Class 4: Building an I&E Network, December 18th, 9:30 – Noon

- Lecture With Interactive Polls (30 minutes)
- Small Group Exercise (70 minutes)
- Present Out (30 minutes)
- Class and Course Wrap-Up (20 minutes)

Assignment 4: Netstorming Your Network Exercise

- Watch the short video: [Building Effective Networks](#)
- Watch the short video: [How to Hack Networking](#)
- Watch the short video: [The 3 Bones of Networking for Student Success](#)
- Prepare the individual activity: *Netstorming Your Network*
- Participate in the in-class group activity
- Complete and turn in the full assignment before the end of the residential

Class Operations

- Learning in this course is driven by participation and engagement, so your preparation for and presence in each class is important.
- As a courtesy to your classmates, as well as to your instructor and any guest speakers, please arrive on time and depart only once the class has concluded. During our time together, you need to shut down devices and focus on the class.
- We employ the Socratic method during our case discussions. A number of students will be asked to start each session by addressing a specific question, after which we will open the discussion to the full group. During the case discussion, our goal is to engage each other and learn, not necessarily to come up with the “right” answer. Given the varied perspectives of our class members, we look forward to a healthy, lively, and respectful debate during class.
- We are committed to the promotion of absolute integrity and high ethical standards in academic work and in engagement with other students and staff. It is also expected that all students and faculty will treat each other with respect and dignity, and practice the principles of kindness, compassion, and empathy.

Notes on Class Support / Responsibilities

- Statement on Accommodation. UC Davis is committed to educational equity in the academic setting, and in serving a diverse student body. All students who are interested in learning about how disabilities are accommodated can visit the [Student Disability Center](#) (SDC). If you are a student who requires academic accommodations, please contact the SDC directly at sdcc@ucdavis.edu or 530-752-3184. If you receive an SDC Letter of Accommodation, submit it to your instructor for each course as soon as possible, at least within the first two weeks of a course.
- Rights and Responsibilities. All participants in the course, instructor and students, are expected to follow the UC Davis [Principles of Community](#), which includes affirmation of the right of [freedom of expression](#), and rejection of discrimination. The right to express points-of-view without fear of retaliation or censorship is a cornerstone of academic freedom. A diversity of opinions with respectful disagreement and informed debate enriches learning. However, in this course, any expression or disagreement should adhere to the obligations we have toward each other to build and maintain a climate of mutual respect and caring.
- You are expected to take UC Davis’s [Code of Academic Conduct](#) as seriously as we do. You were given this code of conduct with explicit explanations of violations (e.g. plagiarism, cheating, unauthorized collaboration, etc.) and your responsibilities in regard to them during orientation, and you signed a statement affirming that you understand it. Academic conduct violations will not be tolerated, and your instructor will not hesitate to turn violators over to Student Judicial Affairs. If you are uncertain about

what constitutes an academic conduct violation, please refer to the code linked above, contact your instructor, or refer to the [Office of Student Judicial Affairs](#).

- All material in the course that is not otherwise subject to copyright is the copyright of the course instructor and should be considered the instructor's intellectual property.
- Safety and Emergency Preparedness. UC Davis has many resources to help in case of emergency or crisis. While reviewing campus [Emergency Information](#), you may want to register for UC Davis Warn Me and Aggie Alert, which will give you timely information and instructions about emergencies and situations on campus that affect your safety. If there is an emergency in the classroom or in non-Davis locations, follow the instructions of your instructor.
- Student Wellness. You are encouraged to [practice self-care](#) so that you can remain focused and engaged; that might mean getting a drink of water, leaving to use the restroom, taking a moment to stretch, or doing something else you need to do to take care of yourself. Please be respectful of others by minimizing distractions when practicing self-care – especially in lab, field or studio settings where safety is imperative.
- University life can be overwhelming at times but know that you are not alone if you're feeling stressed. For many of us, systems of oppression such as racism, sexism, heterosexism or cissexism may cause additional stress. Please remember to reach out for support if and when you need it.
- You can visit [Virtual UC Davis](#) to find resources related to health and well-being, academics, basic needs (food and housing) and more.