

Business Lab

Fall/Spring 2024-2025

Syllabus

Note: This is a tentative syllabus and is subject to changes up to the start of the semester.

Course Overview

Business Lab is a hands-on, experiential course that teaches the principles of evidence-based entrepreneurship through design thinking, customer discovery, rapid prototyping, pivoting, and experiment design. Students will apply tools they learned in several courses at Scheller to propose, design, and deploy innovative business models that address problems they are passionate about.

The course is aimed at all Scheller College students, independent of their concentration. The methodology and concepts covered in the course are relevant for all students who aim to develop the entrepreneurial confidence required to become a business leader.

Learning Outcomes

By the end of this course, students should be able to

- Articulate and critique the process of evidence-based entrepreneurship.
- Create a proof of concept and prototype of a new business model that delivers a new product or service.
- Evaluate a business idea using the principles of evidence-based entrepreneurship.
- Apply concepts they learned at Scheller to design a real-world business.

Experiential Learning

Business Lab uses a modern pedagogy where students apply state-of-the-art tools to design and test business models that can ultimately become a real-world business. Toward this goal, students spend most of the semester conducting “hands-on” work applying evidence-based entrepreneurship tools to a project they propose and manage. While there will be lectures throughout the semester, instructors will act as “coaches,” helping facilitate and enable experiential learning.

Connections with Create-X and GT’s Entrepreneurship Ecosystem

The course is an entry point into the entrepreneurial ecosystem at Georgia Tech. It tailors concepts covered in Create-X courses, such as Startup Lab, to the context of Scheller College students. Successful Business Lab projects should be able to continue as a project in the Idea to Prototype (I2P) course or even apply directly to Create-X’s Startup Launch.

Instructors

This course has multiple instructors and guest instructors with diverse expertise. Students can contact any instructor for coaching or advice about startup ideas. The table below contains the list of course instructors:

Section	Instructors	Email addresses
TBD	Prof. Karthik Ramachandran	karthik.ramachandran@scheller.gatech.edu
TBD	Prof. Andre Calmon	andre.calmon@gatech.edu

Grade Distribution

In-class participation	15%
In-class presentations	20%
Weekly Reports	20%
Final presentation and report	30%
Peer Review	15%

Course topics

- Evidence-based entrepreneurship
- Problem Framing and Design Thinking
- Business Model Canvas (BMC)
- Business Model Innovation
- Value Creation Analysis
- Business thesis
- Customer discovery
- Value proposition
- Customer segments
- Hypothesis creation and testing
- Pivoting
- Minimum viable product development (MVPs)
- New (Agile) product development
- Teaming and founder roles for your startup
- Product/service delivery channels
- Key partnerships for your startup
- Key activities of your startup
- Key resources for your startup

Weekly Course Plan

Detailed Plan TBD

Honor Code and Georgia Tech Student Resources

Students are expected to adhere to Georgia Tech's Academic Honor Code available at <http://policylibrary.gatech.edu/student-affairs/academic-honor-code>. Following institute guidelines, potential honor code violations will be sent to the Office of Student Integrity (OSI) for review.

All submissions and projects will be actively monitored for violations of the Academic Honor Code. Please consult the instructor for any questions or concerns involving any Academic Honor Code issues.

Accommodations for Disabilities

If you have established accommodations with the Office of Disability Services, please communicate your approved accommodations to your instructor at your earliest convenience to discuss your needs in this course. Any accommodations granted will begin only after you present the documentation. If you have a need but have not yet established accommodations through Disability Services, you should contact Disability Services at 404-894-2563 or dsinfo@gatech.edu or <http://disabilityservices.gatech.edu>. Disability Services offers resources and coordinates reasonable accommodations for students with disabilities and/or temporary health conditions. Reasonable accommodations are established through an interactive process between you, your instructor and Disability Services.