

Course schedule (subject to change)

Date	Assignment Due	Reading Due	6-7 p.m. (Usually the tutorial)	7-8 p.m. (Usually the lecture)	8-9 p.m. (Usually guest entrepreneur)
8 Sept.		————	————	Introduction Innovation	<i>What is a business?</i> <i>Brainstorming business ideas</i>
15 Sept.	Ideas	As listed	<i>Discussion of business ideas, venture selection</i>	Focus+objectives	Riesenbach
22 Sept.	Plan v.0	As listed	<i>Market analysis</i>	Focus+objectives (cont.); Opportunity+timing	Campbell
29 Sept.		As listed	<i>Discussion of plans v.0</i>	Opportunity+ timing (cont.)	Sorkin
6 Oct.	Plan v.1	As listed	<i>Profit and cash</i>	Technology and capability 1	TBA
13 Oct.			THANKSGIVING	————	————
20 Oct.		————	<i>Discussion of plans v.1</i>	Technology and capability 2	Ford
27 Oct.		As listed	<i>Interim presentations by students</i>	Marketing and distribution 1	TBA
3 Nov.	Plan v.2	As listed	<i>Forecasting models</i>	Marketing and distribution 2	DeCristofaro
10 Nov.		As listed	<i>Discussion of plans v.2</i>	Wilson	Finance + financing;
17 Nov.		As listed	<i>Distribution channels</i>	Kiessling	Leadership + management
24 Nov.		As listed	<i>Financial statements</i>	Partnerships	TBA
1 Dec.	Plan v.3	————	<i>Business plan presentations by students</i>	<i>Business plan presentations by students</i>	<i>Business plan presentations by students</i>