

# TE 360/460: Lectures in Engineering Entrepreneurship

**Technology Entrepreneur Center**  
GRAINGER ENGINEERING



## Spring 2025

- 1 credit hour
- Tuesday
- 5:00-6:30 pm
- 1320 Digital Computer Laboratory

## Instructor

**Gerald Wilson**  
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## Teaching Assistant

**Shreyas Udupa**  
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## Zoom Meeting Info

<https://illinois.zoom.us/j/89912670584?pwd=OfPa8f4xZbVw1Ox1y2rLshl3bTx7Fd.1>

**Meeting ID:**  
899 1267 0584  
**Password:** 775535

## Course Purpose

Each week, students will hear directly from entrepreneurs and professionals who are actively working to promote entrepreneurship. Students can interact with entrepreneurs from various sectors of the economy: software, agriculture, energy, bio- and medical sciences, e-commerce, and intrapreneurship, to name a few examples. The course focuses on business sectors derived from disciplines and study areas within the Grainger College of Engineering and the Campus. The timing of specific lecture topics is dictated by the availability of the speakers who are busy, successful, serial entrepreneurs, educators, venture capitalists, public servants, etc. The course instructor will lead discussions aimed at helping students learn the right principles from the guest lectures.

## Learning Objectives

**Upon completion of this course, you will be able to:**

1. Understand the role of entrepreneurship to the world's economy (employment, technology advancement, societal development, etc.).
2. Give examples of the building blocks and practical steps for starting a new enterprise.
3. Gain exposure to entrepreneurship as a career path and how experience in entrepreneurship can form a foundation for other career opportunities.

## Course Materials

1. The course website, which includes details for navigating the course, assignments, and announcements, is available through Canvas at <https://canvas.illinois.edu/courses/53880>. Logging in will require your NetID and password.
2. Lectures recorded and available in the [media space](#) for our course.
3. Clicker Student App: The app can be downloaded via the [App Store](#) or [Google Play](#), or by visiting the [iClicker student web app](#) page.

## Course Requirements

Your participation in the course consists of attending **all** in-person lectures and ensuring your attendance is recorded via iClicker, checking the canvas as utilized (or watching lecture recordings or attending all Zoom lectures in the event lectures are conducted online), gaining familiarity with the list of terms relating to entrepreneurship provided below, reading any assigned materials, watching any assigned videos, or participating in any recommended entrepreneurial events. TE 460 students will be required to prepare a short pitch deck on a new technology to be submitted via Canvas. Details on the requirements for the pitch deck are provided below. **Note that there is no live option for TE 460 ONC/ONL. Online participation is asynchronous and requires reviewing recordings of the in-person lectures which are made available in our media space following the live lecture.**

### Standard Section A Attendance Policy

Each student must attend all in-person lectures at the scheduled time. **Attendance for the in-person section will be recorded via iClicker.** Each student is also **required to prepare a name tent and bring it to each in-person lecture. A consistent failure to do so could lead to grade penalties.** We encourage students to ask questions and show respect to guest speakers who are taking their time to contribute to the course by actively engaging with them. During each in-person lecture, a series of questions pertaining to assigned material and/or the previous lecture may be asked, and your responses to these questions will contribute to class participation points awarded at the discretion of the instructor. **If you need to miss class for any reason, please note that you will be responsible for making up lost attendance points via extra-credit assignments.**

### Online Sections (ONL and ONC) Attendance Policy

Each student must watch all recorded class lectures and complete assignments posted on Canvas. **Your assignments must be submitted by 11:59 PM CST on the Monday following the posting of the recorded lecture.** Submission of assignments via Canvas will also serve as your attendance for the class. In other words, if a last attendance date is needed for a student in the ONL or ONC sections, the date of the last assignment submitted to Canvas will be used.

### TE 460 Pitch Deck – Due April 22, 2025

All students in a TE 460 section must prepare a pitch deck of **12 pages** or less on a technology or business concept of their choice. This deck should be an assessment of the commercial potential for a technology, business concept, or research idea, that you are either working on as part of your masters or Ph.D. studies, something related to your graduate work, something one of your professors is working on, or (if you are in the workforce) an idea from your company, R&D division, etc.

**The deck should address the following questions following the pitch deck template:**

- A description of the purpose or vision of the business.
- What problems would it solve? Or what are the pain points in the marketplace and how are those pain points currently addressed?
- Who would the likely customers be, and how big is the market?
- Who are the competitors, what are their sources of competitive advantage and how will you compete?
- What products will you bring to market? What will your minimum viable product (MVP) be and what will your product development roadmap consist of? Is it based on protected intellectual property?
- Describe the business model. What is the revenue model? How does it compare to the anticipated costs? What needs to happen for the business to be profitable?

- Who is in your team? What are the gaps in your team and how will you fill them? How will your team inspire confidence on the part of your investors?
- What kind of business traction can you demonstrate? Can you include proforma financials?

You do not need to devote much space to discussing the technical aspects of the technology - except to the extent that it impacts the above questions. Try to incorporate what you learned from the pitch deck lecture and from our guest lecturers. If you do NOT happen to be working on a technology idea as part of your studies or professional responsibilities, you may select a technology-based idea in your field that you are familiar with. **Your idea, however, should not revolve around a product, service, or business that has already demonstrated significant commercial adoption such as raised capital beyond the pre-seed stage.** The concept of a pitch deck and a template will be discussed in class.

The deck will be due by 11:59 PM on **April 22, 2025**. Late submissions will **not** be accepted. The deck will be graded according to the following rubric:

- |  |     |
|--|-----|
| • Completeness – Ensuring All Required Components Included | 30% |
| • Business Viability – Plausible as a Business             | 30% |
| • Response Organization and Use of Template                | 30% |
| • Clarity and Quality of Presentation                      | 10% |

## Announcements

Announcements will be posted periodically to the course site and may occasionally be emailed to the class. ***Please make sure you watch for the announcements.***

## Extra Credit

Students will have an opportunity to earn up to 10% of extra credit added to their final course grade for completing extra credit assignments, attending and writing reflections for eligible entrepreneurial events, and for exceptional class participation during live lectures at the instructor's discretion. Announcements will be made in class regarding eligible events, and instructions for submitting reflections will also be provided on the canvas site.

## Grading Policies

Your grade in this course will be based upon your participation in the lectures, recordings, attendance via iClicker, and pitch deck for students enrolled in TE 460. There will be no final exam, per se.

### TE 360A

- 75% - Attending lectures
- 25% - Points scored in assignments
- Extra credit earned will be added to your total score expressed as a percentage.

### TE 460A

- 50% - Attending lectures
- 25% - Points scored in assignments
- 25% - Pitch Deck
- Extra credit earned will be added to your total score expressed as a percentage.

### TE 460ONL/ONC

- 75% - Points scored in assignments

- 25% - Pitch Deck
- Extra credit earned will be added to your total score expressed as a percentage.

## Grading Scale

- 90% - 100% of the total points will be an A. (Approximately 90% - 93% will be an A-; 98% and higher will be an A+)
- 80% - 89% of the total points will be a B. (Approximately 80% – 83% will be a B-; 88% - 89% will be a B+)
- 70% - 79% of the total points will be a C. (Approximately 70% - 73% will be a C-; 78% - 79% will be a C+)
- 60% - 69% of the total points will be a D. (Approximately 60% - 63% will be a D-; 68% - 69% will be a D+)

Anything below 60% of the total points will receive a failing grade.

## List of Relevant Terms Relating to Entrepreneurship

A list of terms that you will likely come across over the course of the semester will be provided to you via the canvas site. The definitions will not be provided; you are responsible for finding and understanding the definitions and applications of these terms. A set of the terms will be assigned for you to review each week, and your understanding of these concepts will be assessed as each week through the assignment.

## Communicating with Course Team

While we will monitor communication channels available through our canvas course site, the most reliable process for communicating with the course team is as follows:

- This is a large course, and we receive many emails. So always include both Professor Wilson and Shreyas Udupa, the course TA in the email. An email to one or the other without both included might as well not have been sent. This is to ensure you get a prompter response than you might otherwise.
- Use the following protocol for all emails: Preface each e-mail's subject line with TE360A:<subject> (note: capital letters on TE360A and no space). Include the appropriate section, e.g. TE460A, TE460ONC, or TE460ONL, followed by the subject. If you do not do this, you may not receive a response to your e-mail.

## Excused Absences

TE 360A and 460A sections are in-person sections where you are expected to benefit from the discussion and participation. As such attendance is weighted heavily in the grade for the course and the bar is high for receiving an excused absence. Requesting an excused absence requires sending an email to Professor Wilson and the course TA as outlined above after which, if your request is approved, you are required to complete the [excused absence](#) form for the course. Failure to follow these requirements may result in your absence not being excused.

## Emergency Response Recommendations

Emergency response recommendations can be found at the following website:

<https://police.illinois.edu/em>. I encourage you to review this website, and the campus building floor plans website within the first 10 days of class.

<http://police.illinois.edu/emergency-preparedness/building-emergency-action-plans/>.

## Sexual Misconduct Reporting Obligation

The University of Illinois is committed to combating sexual misconduct. Faculty and staff members are required to report any instances of sexual misconduct to the University's Title IX Office. In turn, an individual with the Title IX Office will provide information about rights and options, including accommodations, support services, the campus disciplinary process, and law enforcement options.

A list of the designated University employees who, as counselors, confidential advisors, and medical professionals, do not have this reporting responsibility and can maintain confidentiality can be found here: [wecare.illinois.edu/resources/students/#confidential](https://wecare.illinois.edu/resources/students/#confidential). Other information about resources and reporting is available here: [wecare.illinois.edu](https://wecare.illinois.edu).

## Academic Integrity

You are expected uphold the highest ethical standards, to be honest, and to practice academic integrity. **This includes doing original work and citing sources**, including the work of other students. Please give special care to prepare high-quality submissions with proper grammar and spelling.

The University of Illinois at Urbana-Champaign Student Code should also be considered as a part of this syllabus. Students should pay particular attention to Article 1, Part 4: Academic Integrity. Read the Code at the following URL: <http://studentcode.illinois.edu/>. Academic dishonesty may result in a failing grade.

Every student is expected to review and abide by the Academic Integrity Policy:

<https://studentcode.illinois.edu/article1/part4/1-401/>. Ignorance is not an excuse for any academic dishonesty.

## Religious Observances

Illinois law requires the University to reasonably accommodate its students' religious beliefs, observances, and practices in regard to admissions, class attendance, and the scheduling of examinations and work requirements. You should examine this syllabus at the beginning of the semester for potential conflicts between course deadlines and any of your religious observances. If a conflict exists, you should notify your instructor of the conflict and follow the procedure at <https://odos.illinois.edu/community-of-care/resources/students/religious-observances/> to request appropriate accommodations. This should be done in the first two weeks of classes.

## Disability-Related Accommodations

To obtain disability-related academic adjustments and/or auxiliary aids, students with disabilities must contact the course instructor and the Disability Resources and Educational Services (DRES) as soon as possible. To contact DRES, you may visit 1207 S. Oak St., Champaign, call 333-4603, email [disability@illinois.edu](mailto:disability@illinois.edu) or go to <https://www.disability.illinois.edu>. If you are concerned you have a disability-related condition that is impacting your academic progress, there are academic screening appointments available that can help diagnosis a previously undiagnosed disability. You may access these by visiting the DRES website and selecting "Request an Academic Screening" at the bottom of the page.

## Family Educational Rights and Privacy Act (FERPA)

Any student who has suppressed their directory information pursuant to Family Educational Rights and Privacy Act (FERPA) should self-identify to the instructor to ensure protection of the privacy of their attendance in this course. See <https://registrar.illinois.edu/academic-records/ferpa/> for more information on FERPA.



## Anti-Racism and Inclusivity Statement

The Grainger College of Engineering is committed to the creation of an anti-racist, inclusive community that welcomes diversity along a number of dimensions, including, but not limited to, race, ethnicity and national origins, gender and gender identity, sexuality, disability status, class, age, or religious beliefs. The College recognizes that we are learning together in the midst of the Black Lives Matter movement, that Black, Hispanic, and Indigenous voices and contributions have largely either been excluded from, or not recognized in, science and engineering, and that both overt racism and micro-aggressions threaten the well-being of our students and our university community.

The effectiveness of this course is dependent upon each of us to create a safe and encouraging learning environment that allows for the open exchange of ideas while also ensuring equitable opportunities and respect for all of us. Everyone is expected to help establish and maintain an environment where students, staff, and faculty can contribute without fear of personal ridicule, or intolerant or offensive language. If you witness or experience racism, discrimination, micro-aggressions, or other offensive behavior, you are encouraged to bring this to the attention of the course director if you feel comfortable. You can also report these behaviors to the Bias Assessment and Response Team (BART) (<https://bart.illinois.edu/>). Based on your report, BART members will follow up and reach out to students to make sure they have the support they need to be healthy and safe. If the reported behavior also violates university policy, staff in the Office for Student Conflict Resolution may respond as well and will take appropriate action.