

Entrepreneurship Center

Preliminary Syllabus

Introduction to Entrepreneurship Course

UCSF Fall 2019

Instructor: Stephanie Marrus, MA, MBA, Director, Entrepreneurship Center and Senior Lecturer, UCSF

Location: UCSF Mission Bay Campus, Mission Hall 1401

Dates and Time: Thursdays, from September 26 to October 17, 6-7:30 pm

Course Objective

This course is for those starting new science- or medicine-based ventures. We focus on for-profit ventures that have the potential to scale to solve important healthcare problems.

We will cover key topics such as how to know if your idea is a commercial opportunity, business plans, business models, Intellectual property and investment. You will gain exposure to the world of entrepreneurship and the entrepreneurial mindset in four lectures/Q&A sessions.

This course is appropriate for faculty, post docs, PhD and Masters students and clinical faculty/students – anyone who is curious about the startup world or is considering whether to do a startup.

Optional Readings

There are no reading requirements for the course. However, for those who would like to delve deeper into the topics, we recommend the following readings.

- Marc H. Meyer and Frederick G. Crane, *New Venture Creation: An Innovator's Guide to Entrepreneurship*, Sage Publications, 2nd Edition. You can buy or rent this text. Excellent overall view.
- *Biotechnology Entrepreneurship: Starting, Managing, and Leading Biotech Companies*, Craig Shimasaki, PhD, MBA. Textbook, relevant for all life sciences sectors
- *Technology Ventures: From Idea to Enterprise* - Byers, Dorf, Nelson
- *Venture Deals: Be Smarter Than Your Lawyer and Venture Capitalist* - Feld, Mendelson, Costolo
- *The Founder's Dilemma*, Wasserman
- *Breakthrough Entrepreneurship*, Burgstone and Murphy
- *The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company* - Blank and Dorf
- *Business Model Generation*, Alexander Osterwalder
- *Do More Faster*, Techstars, Cohen and Feld, [Available free of charge online, search for the PDF.](#)
- *Biodesign*, Zenios, Makower, Yock. The bible for medical devices

Class Schedule

September 26	Introduction; Opportunity Recognition
October 3	Business Planning
October 10	Business Models; Intellectual Property
October 17	Funding Early Stage Ventures

Instructor Bio: **Stephanie Marrus, MA, MBA, Director, Entrepreneurship Center and Senior Lecturer, UCSF**

Stephanie is responsible for delivering programs and courses enabling scientists and clinicians to create entrepreneurial ventures based on UCSF technologies. She leverages her participation in the Silicon Valley ecosystem to attract resources and entrepreneurship thought leadership to Campus.

During a 25-year plus career, she has been involved as a corporate executive, business consultant and mentor with hundreds of companies in science- and technology-based industries, many with their technological roots at MIT, Harvard, UC and Stanford. As a consultant, clients included venture capitalists, CEOs, National Science Foundation grantees and foreign government entities. She serves the NIH as an SBIR reviewer. In addition to her business career, she served as Deputy Secretary of Economic Affairs for a Massachusetts governor where she took the lead on economic development and business policy. She has been president of a medical research foundation and served on the Advisory Board of a social venture startup accelerator.

She has taught on five continents and is part of the US State Department International Speaker Program. Locally, she has been a guest lecturer at Stanford University and UC Berkeley. Her academic titles have included Faculty at UC Berkeley Center for Entrepreneurship in Technology (SCET), Entrepreneur-in-Residence at the Haas School of Business, UC Berkeley; Adjunct Professor, St. Petersburg State University Graduate School of Management, Russia; and Entrepreneur-in-Residence, King Abdullah University of Science and Technology, Jeddah, Saudi Arabia.

She consults to the White House on entrepreneurship policy and is a participant in a US Government cross-agency entrepreneurship opportunity project. She recently spoke at the Global Entrepreneurship Congress in Bahrain.

She holds an MBA from the Wharton School, University of Pennsylvania, a MA from Columbia University and an AB from Cornell University.