

# MOT 6134 Syllabus

MOT Project II (EMBA MOT Capstone II), 3 Credits  
Fall 2026

## Instructor Information

**Instructor:** Keith McGreggor, PhD

**Email:** keith.mcgreggor@gatech.edu

Teaching Assistants: TBD

## General Course Information

### Description

This course (following MOT 6132 in the summer) continues to provide you with real-world, hands-on learning on what it's like to create a startup that may be equity-financed. You will continue to develop the language and values of entrepreneurship and work in a small team to hone your entrepreneurial skills.

This course is not about how to write a business plan, nor is it an exercise on how smart you are in a classroom, or how well you do research. Instead, leveraging everything you've learned so far in this program, you will be getting your hands dirty talking to customers, partners, and competitors, as you encounter the chaos and uncertainty of how a startup works. It is possible that you may create a startup you wish to pursue.

This is a team-based class. Your team will learn how to turn a good idea into a great company. You'll learn how to use a business model to brainstorm each part of a company and the customer development process to get out of the classroom to see whether anyone other than you would want/use your product. Every member of your team will participate in those discovery activities. Finally, you'll see how agile development can help you rapidly iterate your product to build something customers will use and buy.

The lectures and methodology of this course are derivations of those used in the National Science Foundation's Innovation Corps (I-Corps) program, which is in turn based upon the tenets of Lean Startup.

**Delivery Method:** In-person (EMBA cohort)

### Pre- and/or Co-Requisites

MOT 6132 (MOT Project I).

### Course Learning Outcomes

Upon successful completion of this course, you should be able to:

- Build upon and refine the business model and customer discovery work from MOT 6132.
- Conduct advanced customer discovery and validate product-market fit.
- Develop a minimum viable product (MVP) or advanced prototype based on customer feedback.
- Prepare and deliver a compelling final startup pitch and comprehensive written report.

- Demonstrate advanced teamwork, leadership, and entrepreneurial decision-making skills.

## Required Course Materials

No required textbook. The following books are for reference:

Business Model Generation, by Osterwalder and Pigneur.

Value Proposition Design, by Osterwalder, Pigneur, Bernarda, Smith, and Papadakos.

Talking to Humans, by Constable, Rimalovski, and Fishburne.

## Grading Policy

Grading details will be announced in the first class session. Students receiving a final average of 90 or above will receive an A; 80 to 89 a B; 70 to 79 a C; 60 to 69 a D; and below 60 an F.

At Georgia Tech, final course grades are awarded on a scale of A–F with no +/- grades permitted.

## Assignments

- Grading breakdown: TBD (to be announced in the first class)

## Description of Graded Components

**Team Presentations:** Your team will deliver summary presentations of activity performed along with any additional assigned material. The primary deliverable is the evolution of your startup through the actions of your team.

Note: All course deliverables, unless otherwise specified, must be submitted in PDF format only.

VERIFY: Detailed grading breakdown to be announced in the first class session.

## Course Policies

### Attendance and/or Participation

Attendance and active participation are expected for all class sessions.

If you must miss a class, please contact the instructor in advance. Extended absences should be coordinated through the Dean of Students' office.

### Academic Integrity

Georgia Tech aims to cultivate a community based on trust, academic integrity, and honor. Students are expected to act according to the highest ethical standards.

Review the [Student Code of Conduct](#) and the [Academic Honor Code](#), especially [Appendix A: Graduate Addendum to the Academic Honor Code](#).

Students are expected to perform research in an ethical and responsible manner. All Doctoral and Master's Thesis students are required to take the [Responsible Conduct of Research training](#), and it is expected that students abide by the principles taught in that training while performing research.

Any student suspected of cheating or plagiarism on a quiz, exam, or assignment will be reported to the Office of Student Integrity, who will investigate the incident and identify the appropriate penalty for violations.

Allegations of scientific or scholarly misconduct are handled in accordance with the procedures outlined by the [Policy for Responding to Allegations of Scientific or Other Scholarly Misconduct](#).

Submitting another's work as your own will be treated as a serious academic infraction.

## **Core IMPACTS**

Not applicable.

## **Accommodations for Students with Disabilities**

If you are a student with learning needs that require special accommodation, contact the Office of Disability Services (404-894-2563) as soon as possible to make an appointment to discuss your special needs and to obtain an accommodations letter. Please also e-mail me as soon as possible in order to set up a time to discuss your learning needs.

## **Student-Faculty Expectations Agreement**

At Georgia Tech, we believe that it is important to strive for an atmosphere of mutual respect, acknowledgement, and responsibility between faculty members and the student body. [The Student-Faculty Expectations](#) articulate some basic expectations that you can have of me and that I have of you. Additional information for research-related work is given in [The Expectations of Advisors and Advisees](#). In the end, simple respect for knowledge, hard work, and cordial interactions will help build the environment we seek. Therefore, I encourage you to remain committed to the ideals of Georgia Tech while in this class.

## **Collaboration, Group Work, and Use of Generative AI**

It is our preference that you use your original writing for the assignments given.

However, if you wish, you are permitted to use ChatGPT and other LLMs. If you choose to do so, you must: 1) properly cite each section within which any such tool was used, and 2) include an appendix of no less than 500 words reflecting on the effect of using the tool on your writing.

## **Extensions, Late Assignments, and Re-Scheduled/Missed Exams**

All assignments must be submitted by the posted deadlines. Late work will not be accepted.

If you have technical difficulties, immediately email the instructor and attach your submission.

For excused absences, go through the Dean of Students' office: [https://gatech-advocate.symplicity.com/care\\_report/](https://gatech-advocate.symplicity.com/care_report/)

## **Official Course Communication**

All official course communication will be conducted via Canvas.

We will be using Slack for feedback to team presentations.

## **Office Hours**

Office hours will be by appointment only.

## Campus Resources for Students

A list of resources for graduate students is given on the [Office of Graduate and Postdoctoral Education website](#). This includes academic resources, student resources, and professional development opportunities.

### Student Well-Being

At Georgia Tech, we are concerned about your overall physical, social, and mental well-being. A comprehensive list of wellness-related resources has been compiled and maintained by the [Office of the Vice President for Student Engagement and Well-being](#).