

# OMSCS 8001-GE Syllabus

Startup Launch (OMSCS Seminar), 1 Credit, Pass/Fail  
Summer 2026

## Instructor Information

**Instructor:** Keith McGreggor, PhD

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Teaching Assistants: TBD

## General Course Information

### Description

Building on the foundation of CS 8803-O17: Global Entrepreneurship, this advanced seminar empowers students to transform their entrepreneurial concepts into viable startup ventures. Modeled after Georgia Tech's successful CREATE-X Launch program, students will evolve their ideas from concept to market-ready enterprises.

Students will refine their business models, develop minimum viable products, engage with potential customers, and prepare comprehensive go-to-market strategies. Throughout the semester, students will have access to expert guidance, peer feedback, and resources designed to address the unique challenges of launching a startup globally.

By the course's conclusion, students will have developed not just a theoretical understanding of entrepreneurship, but a practical roadmap and the essential tools needed to launch their own sustainable, scalable ventures.

This seminar is graded Pass/Fail. In order to Pass, you must complete all course modules and earn an overall grade of 70 or better.

Note also that this seminar expects steady progress to be made. You cannot speed-run it. Certain modules and assignments will not be available until prior modules are completed, to ensure this.

**Delivery Method:** Online, asynchronous (OMSCS)

### Pre- and/or Co-Requisites

CS 8803-O17: Global Entrepreneurship (or equivalent experience with instructor approval).

### Course Learning Outcomes

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

- Refine and validate a business model using customer discovery and lean startup methodology.
- Develop a minimum viable product (MVP) informed by real customer feedback.
- Prepare a comprehensive go-to-market strategy for a startup venture.
- Demonstrate the ability to iterate on a product concept based on market feedback.

- Communicate a startup's value proposition effectively through pitch materials and written reports.

## Required Course Materials

No required textbook. All course materials are provided through Canvas modules.

Recommended references from CS 8803-O17 remain useful: Talking to Humans by Constable; Business Model Generation by Osterwalder and Pigneur; Value Proposition Design by Osterwalder et al.

## Grading Policy

This seminar is graded Pass/Fail. To Pass, you must complete all course modules and earn an overall grade of 70 or better.

## Assignments

- Course Modules and Assignments: 100% (Pass/Fail based on 70% threshold)

## Description of Graded Components

**Course Modules:** The course consists of a series of modules that guide you through the process of launching a startup. Each module includes readings, activities, and deliverables. Modules must be completed sequentially; steady progress is expected throughout the semester.

**Assignments:** Assignments will include business model refinement, MVP development milestones, customer engagement reports, and a final go-to-market strategy presentation.

## Course Policies

### Attendance and/or Participation

As an asynchronous online seminar, there are no required synchronous meetings. However, steady progress through course modules is mandatory.

Students who fall significantly behind on module completion should contact the instructor.

### 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](#).

## 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

You are permitted to use generative AI tools (such as ChatGPT and other LLMs) to support your work in this seminar. However, if you do so, you must properly cite each section within which any such tool was used, even if you have rephrased or augmented the generated content.

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

This seminar expects steady, consistent progress. Modules and assignments have posted due dates and late submissions are generally not accepted.

If you experience extenuating circumstances, please contact the instructor as soon as possible. For emergencies, please 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 takes place via Canvas. Please ensure your Canvas notification settings are configured to receive announcements promptly.

Georgia Tech generally recommends students check their Georgia Tech email once every 24 hours.

## Office Hours

Please email the instructor directly to arrange office hours.

## 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](#).