

OMSCS 8803-O17 Syllabus

Global Entrepreneurship (OMSCS), 3 Credits
Summer 2026

Instructor Information

Instructor: Keith McGreggor, PhD

Email: keith.mcgreggor@gatech.edu

Teaching Assistants: TBD

General Course Information

Description

This course will provide you with real-world, hands-on learning on what it's like to create a startup. You will learn the language and values of entrepreneurship, and then work 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, it is a laboratory: you will be getting your hands dirty talking to customers, partners, competitors, as you encounter the chaos and uncertainty of how a startup actually works. It is possible that you may create a startup you wish to pursue.

This is a team-based class (although you may act as a team of one if you wish). You 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. You'll participate in these 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 are in turn based upon the tenets of Lean Startup.

Delivery Method: Online, asynchronous (OMSCS). The class will have three optional synchronous Zoom meetings during the semester for interactive discussion.

Course Learning Outcomes

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

- Understand and apply the Business Model Canvas and customer development process to evaluate a startup idea.
- Conduct customer discovery interviews and synthesize findings to validate or pivot a business model.
- Develop and present a startup concept including value proposition, customer segments, channels, and revenue model.
- Provide and incorporate constructive peer feedback on entrepreneurial ventures.

- Demonstrate understanding of lean startup methodology, including MVP development and agile iteration.

Required Course Materials

No required textbook. The following books are for reference and are recommended:

Talking to Humans, by Constable, G. (2014).

Business Model Generation, by Osterwalder, A. & Pigneur, Y. (2010). John Wiley & Sons.

Value Proposition Design, by Osterwalder, A., Pigneur, Y., Bernarda, G., & Smith, A. (2014). John Wiley & Sons.

Grading Policy

Your grade in this class is determined by your assessed performance on several components. Students receiving a final average of 90 or above will receive an A; of 80 to 89 a B; of 70 to 79 a C; of 60 to 69 a D; and below 60 an F. We do not plan to have a curve.

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

Assignments

- Quizzes on Lectures: 10%
- Homework Assignments: 10%
- Exams (2): 20%
- Weekly Team Presentations: 30%
- Midterm Presentation: 10%
- Final Presentation and Report: 20%

Description of Graded Components

Quizzes on Lectures: Short quizzes on each week's video lectures, due by Sunday. Multiple-choice, testing comprehension.

Homework Assignments: Written assignments covering lecture material, at least three pages each.

Exams: Two exams, each one hour, multiple-choice multiple-correct. Open-book, open-note, open-internet. Digitally proctored.

Weekly Team Presentations: Weekly Canvas uploads summarizing customer discovery activity, peer-reviewed.

Midterm Presentation: Summation presentation at midterm illustrating startup status and progress.

Final Presentation and Report: Final summation presentation plus written report of no fewer than 10 pages.

Peer feedback is a crucial element. You will be given a rubric to score assigned peers' work.

All requests for regrading must be made within 24 hours of the release of the grade.

Course Policies

Attendance and/or Participation

This course is taught remotely and asynchronously. Students are expected to keep pace with the weekly lecture and assignment schedule.

Three optional synchronous Zoom meetings will be held during the semester, announced via Canvas.

This course will use Ed for discussions. You will receive a participation grade.

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](#).

In written essays, all sources are expected to be cited according to APA style.

Any non-original figures must similarly be cited.

You are prohibited from interacting directly with any other person on exam/quiz material during exams.

Unless quoting course videos directly, you are not required to cite content borrowed from the course itself.

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 to support your work. If you do so, you must properly cite every section within which the tool was used.

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

In general, late work will not be accepted. Assignment due dates are all Sundays at 11:59 pm AOE.

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/

Official Course Communication

You are responsible for knowing anything posted to this syllabus and anything emailed by the teaching team, 24 hours after receiving such communication.

All official communication takes place via Canvas. We also have an Ed discussion forum.

Office Hours

Please email the instructor or TAs directly to arrange office hours.

Important Note Concerning Lecture Videos

The lecture videos may not be downloaded from Canvas for offline viewing. Access is limited to active course members.

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](#).