Business Communication Course Schedule (updated 1/15/2018)

Co-organizers:
Amir Manbachi, PhD;
TCO Labs;
Nao J. Gamo, PhD.

Each class follows a general format of a lecture by a guest speaker (10am-12pm), followed by time for students to complete relevant assignments on their own, and present their work or come back with questions around 4-5 pm.

Class 1 (1/22/2018): Introduction to business communication
- Speakers:
  - Dr. Amir Manbachi (pitching)
- Topics to cover:
  - Pitch decks
  - Elevator pitches
  - Pitches to investors
  - Technical pitches
  - E-mails
  - Key person/stakeholder conversations
- Student assignment:
  - Work on own elevator pitches
  - “Speed dating” with elevator pitches?
  - Make outline of business plans

Class 2 (1/23/2018): Entrepreneurial resources, business plans and business canvas
- Speaker:
  - Ms. Pava La Pere (President, TCO Labs)
- Topics to cover:
  - Student resources at JHU, nationwide
  - Local resources, e.g. incubators/accelerators, TEDCO
  - Strategic relationships
  - Business plans
- Student assignment:
  - Identify resources to use

Class 3 (1/24/2018): Real world, Intellectual property, company formation
- Speaker:
  - Dr. Chuck Montague (JHU BME Business Development Manager)
- Topics to cover:
  - Types of entities – pros, cons
  - Incorporation process
  - Types of IP
- University technology transfer
- IP portfolio
- How to search for patents

● Student assignment:
  - Search for relevant patents

**Class 4 (1/25/2018):** Funding

● Speakers:
  - **Dr. Nao J. Gamo** (Entrepreneur and professional grant write)
  - **Ms. Bethany Quinn** (Entrepreneur and community activist)

● Topics to cover:
  - Grants
  - Angel investment
  - Private equity
  - VC

● Student assignment:
  - Identify grant to apply for
  - Make outline for grant application

**Class 5 (1/26/2018):** Market research

● Speaker:
  - **Mr. Tom Starr** (Director of Customer Discovery at Chesapeake Visions, LLC)

● Topics to cover:
  - Customer discovery
  - Market segmentation
  - Market size
  - Competitive analysis
  - Go-to-market, launch strategies

● Student assignment:
  - Think of customer discovery questions
  - Practice customer interviews
  - Work on market, competitive analyses for own projects