

FALL 2013 | COURSE SYLLABUS

Course Name: Management 3200 | Entrepreneurship – New Venture Creation
Location: Avon Williams Campus | Room 207
Credit Hours: 3
Contact Hours: In-person – by appointment | Virtual – anytime

Instructor: Paula Roberts | email: paula.roberts@comast.net | phone: 615 268-4506

REQUIRED TEXTBOOK & MATERIALS

Entrepreneurship (2nd Edition) by William Bygrave & Andrew Zacharakis | Wiley Publishing

Additionally, many classes will start with a case that will be made available on eLearn before class. Readings will be distributed via eLearn throughout the semester. For these, students are expected to come class prepared to discuss the readings. Familiarity with the readings will count towards class participation.

COURSE DESCRIPTION

In MGMT 3200, we will study entrepreneurs and become entrepreneurs. Students will, over the course of the semester, create an enterprise and all the essential parts of the business plan and investor pitch. **Students will work in teams to launch companies**, working through issues of financial feasibility, market analysis and segmentation, sales channel analysis, technological viability, team-building, product life-cycle planning and a strong emphasis on the entrepreneur as a manager, sales person and change agent. Together, we will map the practical steps of organizational and legal issues associated with forming a new company and address strategic considerations for creating companies that define, dominate and maintain position within industry.

This course will provide the opportunity for students to learn the essential attributes of an entrepreneur and the stages one goes through in taking the seed of an idea and growing it into a successful enterprise. **Students will develop and create business plans** for a viable venture while receiving relevant feedback to sustain success in the course and in developing a business plan in the future.

Further, the course features a highly relevant line-up of **valuable guest speakers and hands-on mentors** who have deep and recent experiences starting and building companies. Students are expected to take advantage of their wealth of knowledge and expertise throughout the course.

Students should regularly consult e-Learn for pertinent course content, case statements, discussions, quizzes and current grade.

Guest Speakers. We will have several guest speakers over the course of the semester. These speakers are entrepreneurs or CEOs who have started their own companies or people who are otherwise involved in new venture creation (e.g. venture capitalists or attorneys). Following a speaker's presentation, students are expected to respond to a survey posted on eLearn to share insights about the speaker within 48hours.

Business Plan. The main deliverable for this course is a complete business plan for a viable new venture. Every student is expected to submit an idea for a new business. Students will then vote of which ideas are the most interesting. The top votes will pitch their idea to the class and form teams of at least three (3) students to work on the business plan.

Over the course of the semester each team will develop sections of their plan, including an executive summary, industry/customer/competitive analysis, company and product description, marketing plan, operations, development plan, critical risks and financial plan. Teams will be responsible for recruiting an outside advisory board for guidance. At the end of the semester, each team will submit and present a final business plan. Students are encouraged to revise all sections before submitting their final plans.

Business plans range from 15-20pages. Sample business plans will be available on eLearn.

Individual Assignments and Quizzes. In addition to the business plan, each student is required to submit written assignments on content and various case studies discussed throughout the semester. The number of written assignments may increase depending on the lack of quality class participation and student preparedness throughout the semester. Additionally, the amount of quizzes given throughout the semester is also based upon quality class participation and student preparedness.

COURSE OBJECTIVES

Upon successful completion of the course, students will:

- Develop an entrepreneurial mindset
- Draw on foundational business courses
- Create a viable business plan
- Improve management, relational/networking and team building skills

ACADEMIC INTEGRITY

Academic honest and integrity lie at the heart of any educational enterprise. Students are expected to do their own work and neither to give nor to receive assistance during quizzes and examinations. Deliberate violations of academic integrity (plagiarism, cheating, misrepresentation and fabrication of information) are not tolerated. Actions outlined in the Tennessee State University Student Handbook under Code of Student Content will be followed for incidents of academic misconduct.

REASONABLE ACCOMMODATIONS

Any student requiring accommodations should contact Patricia Scudder, Director of Students and Disabilities – Disabled Student Services Office, at (615) 963-7400, preferably before the fourth class meeting. The College of Business, in conjunction with the Office of Disabled Student Services, makes reasonable accommodations for qualified students with medically documented disabilities. I need to be aware of your status if it will affect your class activities and assignments – before assignments are due.

CODE OF STUDENT CONDUCT

There will be no texting, eating, drinking, sleeping or disruptive behavior in the class room. Students are encouraged to participate in classroom activities, ask questions and work along with the class as recommendations/problems, solutions to illustrations, examples and cases are examined. Additionally, phones must be placed on “airplane” mode upon entering the classroom and should

remain so until class has ended. Action will be taken against those students who do not adhere to appropriate classroom behavior.

ATTENDANCE & LATE WORK

Class participation is a must. Unavoidable absences due to illness, a death in the family, or religious holiday are excusable, but must be discussed prior to the absence. Any other absences will be factored in calculating your class participation grade. A grade of "Incomplete" is not an option if the final business plan has not been completed and presented.

Assignments turned in late will automatically receive a deduction of 25% with an additional 5% deducted for each week thereafter.

ASSIGNMENTS

All assignments are due (in paper and submitted via eLearn) at the beginning of class unless otherwise indicated.

GRADING SCALE

25% class participation (including eLearn content)

25% presentations and written assignments (including business plan sections and executive summary)

25% final business plan

25% comprehensive exercise at end of course

Additionally, each student will have the opportunity to grade each of his or her teammates at the conclusion of the course to ensure appropriate credit is given to both high performers and slackers.

COURSE SCHEDULE

Week 1. The Power of Entrepreneurship & Idea Generation

Tuesday, August 28

Thursday, August 30: Assignment - Short summary of three (3) business ideas

Week 2. The Entrepreneurial Process & Team Formation

Tuesday, September 4: Vote on business ideas and form teams

Thursday, September 6

Week 3. Opportunity Recognition, Shaping and Reshaping

Tuesday, September 11

Thursday, September 13

Week 4. Understanding Your Business Model and Developing Your Strategy

Tuesday, September 18

Thursday, September 20: TEAM PROJECT - WORK DAY

Week 5. Entrepreneurial Marketing

Tuesday, September 25

Thursday, September 27

Week 6. Building the Founding Team

Tuesday, October 2

Thursday, October 4: Assignment: The Advisory Board

Week 7. The Business Planning Process

Tuesday, October 9

Thursday, October 11

Week 8. Building Your Pro-Forma Financial Statements

Tuesday, October 16: FALL BREAK/No class.

Thursday, October 18: Assignment: Investor Questions

Week 9. Financing Entrepreneurial Ventures Worldwide

Tuesday, October 23

Thursday, October 25: MID-TERM EXAM: Team Presentations: the Investor Pitch

Week 10. Raising Money for Starting and Growing Businesses

Tuesday, October 30

Thursday, November 1

Week 11. Debt and Other Forms of Financing

Tuesday, November 6: TEAM PROJECT - WORK DAY

Thursday, November 8

Week 12. Legal and Tax Issues

Tuesday, November 13

Thursday, November 15

Week 13. Intellectual Property

Tuesday, November 20

Thursday, November 22: THANKSGIVING BREAK/No class.

Week 14. Entrepreneurial Growth

Tuesday, November 27

Thursday, November 29

Week 15. Social Entrepreneurship: An Overview

Tuesday, December 4

Thursday, December 6: LAST DAY OF CLASS

Week 16. Final Examination Week: Final Business Plan Presentations

Tuesday, December 11

Thursday, December 13

December 17: FINAL GRADES POSTED – MyTSU & eLearn