

M A N A G E M E N T 2600  
Entrepreneurship

S Y L L A B U S

Session: Spring Semester 2010  
Class Section: 01  
Class Location: Udvar-Hazy 224  
Dates/Times: Jan. 11 – May 6, 2010: MWF 9 – 9:50 AM  
Textbook: Zimmerer, Thomas W. and Scarborough, Norman M., Essentials of Entrepreneurship and Small Business Management (5/e), Pearson Prentice Hall. ISBN-10: 0-13-229438-9

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Office Hours: Prior to/After Class or By Appointment

**Course Objectives:** Students successfully completing this course should be able to:

1. Create a business plan for a successful business venture.
2. Understand the creative processes that entrepreneurs use to generate business ideas and recognize entrepreneurial opportunities.
3. Understand how feasibility analysis is used to screen entrepreneurs' potential ideas.
4. Understand the different forms of business ownership including the concept of franchising.
5. Develop a comprehensive management plan, a powerful marketing plan and create a successful financial plan.
6. Leverage E-commerce as strategy for E-success.
7. Understand the ethical dilemmas that entrepreneurs face in business.
8. Understand the global aspects of entrepreneurship.

**Class Guidelines:**

- Students are expected to attend class regularly in order to benefit from the learning process as well as to earn a passing grade. Attendance will be monitored at every class. Institutional excused absences and other necessary absences must be cleared with the instructor.
- It is recommended that students read all chapters prior to the lecture and participate in classroom discussion.
- Make-up exams will not be given. If **one** exam is missed **for a very good reason**, a grade will be assigned based on the performance on all other exams for a missed exam.
- Cell phones and PDAs are not to be used during class and must be silenced.
- If you miss a class, it is your responsibility to find out what assignments and/or information you missed.

## **Class Format**

The course includes lecture material, readings, and case-examples, and is conducted in a general discussion manner. Lecture material will be derived from the text and possibly supplemental material. The student is expected to read and analyze the assigned material for each class, and to develop personal positions on the key ideas found in the readings. Each student is expected to actively participate in the class discussions, and is expected to give an individual oral presentation. Class participation is extremely important. Since each student will provide his/her reality regarding the discussion material, each of us can learn from each other as we hear and discuss our realities. In most instances, there are no right or wrong answers regarding the classroom discussion and an entrepreneurial decision sometimes is best arrived at via a collaborative and lively discussion.

## **Class Assignments**

### *Written Homework Assignments*

All written homework assignments will lead toward completing a sound **business plan** for a small business. Five, individually, written papers are to be completed and submitted to the instructor, all of which will be graded. The content of the business plan is to contain the following:

- 1) Cover Sheet/Introduction
- 2) Executive Summary
- 3) Table of Contents
- 4) Mission Statement
- 5) History of the (Proposed) Business
- 6) Description of the Business
- 7) Definition of the Market
- 8) Description of the Products(s)/Services(s)
- 9) Management Structure
- 10) Objectives and Goals
- 11) Financial Data/Analyses
- 12) Appendices

The first written assignment will consist of a paragraph describing the name and product/service of a real or fictitious company that will form the basis of a business plan for a small company. The second paper will consist of a draft of (4), (5) and (6) above, the third will consist of a draft of (7) and (8) above, the fourth will consist of a draft of (9), (10) and (11) above, and the fifth and final paper will consist of a complete business plan, which includes (1) through (12) above. The instructor will provide a business plan template that can be used to complete the sections of the business plan.

Each paper should be double-spaced (other than the financial data section) and generated by a word processor. Papers will be graded primarily based on content/context of what is written, although issues of form, such as sentence structure, and spelling also enter into the grading of papers.

The following describes the deliverables for each written assignment:

1<sup>st</sup> Paper: the **Business Name and Product/Service**: This paper is due on January 27th. Submit a paragraph describing your business name and the product(s)/service that you will be offering. The business name and product/service will be reviewed by the instructor to make certain that it is a viable business so that a final business plan can be appropriately completed before the end of the school term. The paragraph is not graded.

2nd Paper: the **Mission Statement (4), the History (5) and Description of the Business (6) Draft**: This paper is due on February 8th. Complete a Mission statement and complete as many areas of the History and Description sections of the business plan template as is appropriate for your business and submit this paper to the instructor for review. This paper is worth 20 points and the grade will be based on how well the business plan sections are completed.

3<sup>rd</sup> Paper: the **Market (7) and Product/Service (8) Draft**: This paper is due on March 1st. Continuing with your business plan template, complete as many areas of the Market and Product/Service sections of the business plan template as is appropriate for your business and submit this draft to the instructor for review. This paper is worth 20 points and the grade will be based on how well the business plan sections are completed.

4th Paper: the **Management Structure (9), Objectives/Goals (10) and Financial Data (11) Draft**: This paper is due on March 31st. Continuing with your business plan template, complete as many areas of the Management Structure and Product/Service sections of the business plan as is appropriate for your business. Then, complete a 2010 monthly Profit and Loss Statement and a yearly Profit and Loss Statement for 2010 - 2012 and submit this draft to the instructor for review. The grade for the financial portion will be based on how well the financial statement is completed (do the numbers add up, etc.). This paper is worth 20 points and the grade will be based on how well the business plan sections are completed.

5th Paper: the final **Business Plan**: This paper is on April 28th. Incorporate your instructor's comments (if appropriate) from the draft portions of your business plan, add sections (1) Introduction, (2) Executive Summary, (3) Table of Contents, and (12) Appendices and complete your final business plan. This paper is worth 40 points (20 points written/20 points for the oral presentation). The plans may be returned to students by arrangement with the instructor.

### Examinations

There will be six chapter-related exams and a final comprehensive examination. The first exam will cover chapters 1 - 2 from the text, the second exam, chapters 3 - 5, the third exam, chapters 6 - 7, the fourth exam, chapters 8 - 9, the fifth exam chapters 10 - 12, and the last exam, chapters 13 - 16. The final examination will consist of questions from all 16 chapters. Each exam will consist of true-false and/or multiple-choice questions and/or essay questions from each chapter of the text. The point count for the exam questions will be cited on each examination.

### Oral Discussion Preparation

Please arrive at class prepared to discuss the current text chapter and the “You Be The Consultant (YBTC)” case scenarios (and associated questions) that reside in that chapter. Your participation grade points will depend heavily on this participation.

### Final Oral Presentation

Starting on or about April 16th, each student will be required to give a 15-20 minute oral presentation (in front of the class). The presentation should recap the business plan that has been developed as a paper and each section of the business plan should be orally highlighted. Assume that you have submitted the business plan to a loan officer at a bank and that you are recapping the important points of the plan for the banker. Also, assume that you are trying to sell your business plan to the banker and that if you are successful, the lender will approve your loan request. The instructor will provide more guidelines during the class term.

Your grade will depend heavily on the concepts discussed in the text and the course. Please make every effort to present a well-prepared and logical presentation. This effort is worth 20 points.

### Computer Requirements

All assignments must be word-processed.

### **Grading**

Exam 1 (Chpts. 1 - 2)	=	20 points
Exam 2 (Chpts. 3 - 5)	=	30 points
Exam 3 (Chpts. 6 - 7)	=	20 points
Exam 4 (Chpts. 8 - 9)	=	20 points
Exam 5 (Chpts. 10 - 12)	=	30 points
Exam 6 (Chpts. 13 – 16)	=	40 points
Class Participation	=	30 points
Business Plan Draft of (4), (5) and (6)	=	20 points
Business Plan Draft of (7) and (8)	=	20 points
Business Plan Draft of (9), (10), and (11)	=	20 points
Final Written Business Plan	=	20 points
Oral Presentation	=	20 points
Final Examination (Comprehensive)	=	60 points
<u>Total Points</u>	=	<u>350 points</u>

### **Extra Credit Assignment**

One **optional** extra assignment will be offered during the semester. The assignment will be based on one of the case studies that begin on page 661 of the text. The instructor will provide more information. The assignment is due by the close of class on April 5<sup>th</sup>. This assignment will be worth a maximum of 20 points; the points that you score will be added to those points that have been achieved via the above grading process.

PERCENT OF TOTAL  
POINTS AVAILABLE

GRADE

100 – 94%	A	
93 - 90% **	A-	** <u>Rounding example:</u> $\geq 89.5\%$ $\rightarrow$ A-
89 – 87%	B+	: $< 89.5$ $\rightarrow$ B+
86 – 84%	B	
83 – 80%	B-	
79 – 77%	C+	
76 – 74%	C	
73 – 70%	C-	
69 – 67%	D+	
66 – 64%	D	
63 – 60%	D-	
LESS THAN 60	F	

To determine what grade you have earned at any point in the semester you need only divide your score by the total number of points available to that point. All grades will be posted to Blackboard as soon as they are evaluated. A word of caution: there will be no negotiating grades except that if you feel a grade you received on a particular assignment/exam has not been fairly assigned you may ask for a reevaluation, but only within a 24 hour period after receiving the grade. Once the suspense period has ended there will be no further discussion about grades.

**Assignments:**

- **All assignments are to be submitted by the close of class due date, either in the instructor's hands or in the instructor's email (received by the close of class, not later).**
- If a homework assignment or an exam, deadline needs to be missed because of an emergency, please clear this with the instructor prior to missing the deadline.
- Attendance is required at all classes. If a class is missed due to an emergency, it is the student's responsibility to obtain assignments, handouts, class notes, etc. (class notes should be obtained from fellow students) and to hand-in written assignments on time.

**General:** There will be no make-ups on tests or examinations. If a test is missed for a very good reason (and the reason is given to the instructor prior to an examination, a grade will be assigned based on the performance on all other tests for that missed exam – this will be done **only for one missed exam**. If the final examination is missed for a very good reason an incomplete (I) in the course will be assigned until the examination is taken.

**Cheating and Academic Discipline:** Students are expected to perform their academic work with high standards of personal integrity. Academic dishonesty in any form will not be tolerated including but not limited to plagiarism on written assignments, submitting other person's work as one's own, and cheating on exams or quizzes. Students who are academically dishonest may 1) receive a failing grade on the specific assignment where dishonesty occurred, 2) fail the entire course, and/or 3) immediately be dismissed and removed from the course.

**Disability Resource Center:** If you are a student with a physical or mental impairment and would like to request accommodations, please contact the Disability Resource Center (652-7516) in Room 201 of the Student Services Center. The disability Resource Center will determine your eligibility for services based upon complete professional documentation. If you are deemed eligible, the Disability Resource Center will further evaluate the effectiveness of your accommodation requests and will authorize reasonable accommodations that are appropriate for your disability.

**Blackboard:** Blackboard will be used as an additional class resource. The class syllabus will be retained at the class Blackboard site as well as other information. The instructor will keep the class informed as to what is posted at the Blackboard class web-site.

**Communication:** Important class and college information will be sent to your Dmail email account. This information includes your DSC bill, financial aid/scholarship notices, and notification of dropped classes, reminders of important dates and events, and other information critical to your success in this class and at DSC. All DSC students are automatically assigned a Dmail email account. If you don't know your user name and password, go to [www.dixie.edu](http://www.dixie.edu) and select "Dmail," for complete instructions. You will be held responsible for information sent to your Dmail email, so please check it often.

Assignments for Management 2600

Spring 2010

All Assignments Are To Be Submitted Prior To End Of Class Time On The Day Assigned

<b>DATE</b>	
January 11	Introduction
January 13-15	Chapter 1: The Foundations of Entrepreneurship
<b>January 18</b>	<b>Martin Luther King, Jr. Day. No Classes</b>
January 20-22	Chapter 2: Inside the Entrepreneurial Mind: From Ideas to Reality
January 25	<b>Quiz 1 (Chpts 1-2)</b> Chapter 3: Designing a Competitive Business Model and Building a Strategic Plan
January 27	<b>Business Name and Product Service Paragraph Due</b> Chapter 3
January 29	Continue with Chapter 3
February 1	Chapter 4: Conducting a Feasibility Analysis and Crafting a Winning Business Plan
February 3	Chapter 4
February 5	Chapter 5: Form of Business Ownership
February 8	<b>Mission Statement (4), the History (5) and Description of the Business (6) Draft Due</b> Continue with Chapter 5
February 10	<b>Quiz 2 (Chpts 3-5);</b> Chapter 6: Franchising and the Entrepreneur
February 12	Chapter 6
February 15	<b>Presidents' Day. No Classes.</b>
February 17-19	Chapter 7: Buying an Existing Business
February 22-24	Chapter 7 and Chapter 8: Building a Powerful Marketing Plan
February 26	<b>Quiz 3 (Chpts 6-7);</b> Continue with Chapter 8
March 1	<b>Market (7) and Product/Service (8) Draft Due</b> Chapter 9: E-Commerce and the Entrepreneur
March 3	Continue with Chapter 9
March 5	<b>Quiz 4 (Chpts 8-9)</b>
March 8-12	<b>Spring Break. No Classes</b>
March 15-17	Chapter 10: Pricing Strategies
March 19-22	Chapter 11: Creating a Successful Financial Plan
March 24	Chapter 12: Managing Cash Flow
March 26	Continue with Chapter 12
March 29	<b>Quiz 5 (Chpts 10-12)</b> Chapter 13: Sources of Financing: Debt and Equity
March 31	<b>Management Structure (9), Objectives/Goals (10) and Financial Data (11) Draft Due</b> Continue with Chapter 13

April 2-5	Chapter 14: Choosing the Right Location and Layout
April 5	<b>Extra Credit Assignment is Due</b>
April 7-9	Chapter 15: Global Aspect of Entrepreneurship
April 12-14	Chapter 16: Building a New Venture Team and Planning for the Next Generation
April 16	Group Activity/Guest Speaker
April 19	<b>Quiz 6 (Chpts 13-16)/Oral Presentations</b>
April 21	<b>Oral Presentations</b> /Final Exam Review
April 23	<b>Oral Presentations</b> /Final Exam Review
April 26-28	<b>Oral Presentations</b> /Final Exam Review
April 28	<b>All Written Business Plans Due</b>
April 30	Final Examination, 10 AM - Noon