

M a n a g e m e n t 2 6 0 0
Entrepreneurship
Spring Semester 2012

INSTRUCTOR: Trent T. Seegmiller, J.D.
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CREDIT: 3 Semester Hours
CLASS SCHEDULE: Monday/Wednesday/Friday 9:00-9:50 a.m., Udvar-Hazy Rm 224 (Lecture)

Twenty years from now you will be more disappointed by the things that you didn't do than by the ones you did do. So throw off the bowlines. Sail away from the safe harbor. Catch the trade winds in your sails. Explore. Dream. Discover - Mark Twain

TEXT:Text Book Required:

Essentials of Entrepreneurship and Small Business Management
Authors: Zimmer, Thomas/Scarborough, Norman

Course Description:

This introductory course is designed to provide the student with basic principles, as well as, practical applications for starting and managing a small business operation. The student will learn the steps that should be taken. The student will learn the purpose of the business plan and will construct action plans for financing as well as marketing. This course is intended to provide the entrepreneurial oriented student with a "hands-on" exposure to the real world of small business. There are no pre-requisites for the course; however, a working knowledge of Microsoft Excel and a basic understanding of financial and accounting principles are important for optimizing the student's learning experience. Students will also require a working knowledge of Power Point as the Final will require a Power Point presentation (or similar—i.e. Keynote).

Course Objectives:

After successful completion of this course the student will be able to:

1. Understand basic theoretical principles of entrepreneurship
2. Evaluate business start-up options for success
3. Create strategic positioning plans before starting a business and after
4. Create a business plan for obtaining financing and for management purposes
5. Implement successful management techniques
6. Establish an effective marketing plan (Product, Promotion, Pricing, Place, People)
7. Understanding the role of the internet in small business success
8. Understanding financing of a business and how to obtain it
9. Actually create a business that will be fulfilling and successful

Class Presentations, Cases, and Quizzes:

To give the student "real world" business simulation, some assignments will be done in work team settings incorporating "presentations" to other individuals that are appropriate to the situation. Example would be presenting a financing proposal to the "banker or investor" or presenting a change in strategy

to the "board of directors", etc. A quiz periodically covering the material in the text may be administered in class. Make-ups due to excused absence will be allowed by prior arrangement with the instructor.

Assignments and Out of Class Study Responsibility:

In class time will be spent primarily in relating the reading assignments to practical application within a theoretical framework. Therefore, in preparation for successful class participation, it is important for the student to complete each reading assignments from the text and other assigned readings prior to coming to class. Written assignments are due at the beginning of the class. Late assignments will result in a 10% reduction for each calendar day overdue.

Periodical written assignments and case problems will be utilized both during class and as outside research assignments requiring the library and the Internet. These may or may not be included in your business plan.

Business Plan: Each student will be required to complete a business plan for his/her particular business of choice. The student will be guided in this process which business plan will be due no later than the 5:00 p.m. on the Friday before finals week. A 25% reduction in business plan points will be assessed for each calendar day the business plan is late.

Grading and Grade Determination:

Grading is not on the normalized curve. Grades will be based on the percentage of total points that the student earns for possible total points in each area of grading and in the aggregate.

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| 1. Total Integrated Business Plan and Presentation | 200 points |
| 2. Business Financing Report and Presentation | 50 points |
| 3. Business Marketing Report and Presentation | 50 points |
| 4. Quizzes | 250 points |
| 5. Reports/Cases and Articles/Presentation | 250 points |
| 6. Participation | <u>200 points</u> |
| Total Available Points: | 1000 points |

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| A= | 90.00%- 100% |
| B= | 80.00% - 89.99% |
| C= | 70.00% - 79.99% |
| D= | 60.00% - 69.99% |
| F= | 00.00%- 50% |

ADA Disclaimer:

"If you are a student with a medical, psychological, or learning disability or think you might have a disability and would like accommodations, contact the Disability Resources Center, 435.652.7516, located in the Student Services Center. The Disability Resources Center will determine eligibility of the student requesting special services and determine the appropriate accommodations related to their disability."

| Date | Class Work | Reading | Assignment Due |
|-------------|---------------------------|----------------|----------------------------|
| 9-Jan | Introduction | N/A | none |
| 11-Jan | Lecture/Discussion | Chapter 1 | |
| 13-Jan | Lecture/Example Case | Chapter 1 | |
| 16-Jan | MLK No Class | Chapter 2 | |
| 18-Jan | | Chapter 2-3 | |
| 20-Jan | Case/Discussion | Chapter 3 | |
| 23-Jan | | Chapter 3-4 | Selection of Business |
| 25-Jan | | Chapter 4 | |
| 27-Jan | Case/Discussion | Chapter 4 | |
| 30-Jan | | Chapter 5 | |
| 1-Feb | | Chapter 5 | |
| 3-Feb | Case/Discussion | Ch 5-6 | |
| 6-Feb | | Ch 6 | |
| 8-Feb | | Ch 6-7 | Business Prospectus |
| 10-Feb | Case/Discussion | Ch 7 | |
| 13-Feb | | Ch 7-8 | |
| 15-Feb | | Ch 8 | |
| 17-Feb | Case/Discussion | Ch 8-9 | |
| 20-Feb | President's Day--No Class | Ch9 | |
| 22-Feb | | Ch 9-10 | Marketing Plan First Draft |
| 24-Feb | Case/Discussion | Ch 10 | |
| 27-Feb | | Ch 10-11 | |
| 29-Feb | | Ch 11 | |
| 2-Mar | Case/Discussion | Ch 11-12 | |
| 5-Mar | | Ch 12 | |
| 7-Mar | | Ch 12-13 | |
| 9-Mar | Case/Discussion | Ch 13 | |
| 12-Mar | Spring Break | Ch 13-14 | Financing Plan First Draft |
| 14-Mar | Spring Break | Ch 14 | |
| 16-Mar | Spring Break | Ch 14-15 | |
| 19-Mar | | Ch 15 | |
| 21-Mar | | Ch 15 | |
| 23-Mar | Case/Discussion | | |
| 26-Mar | | | |
| 28-Mar | | | |
| 30-Mar | Case/Discussion | | |
| 2-Apr | | | |
| 4-Apr | | | |

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| 6-Apr | Case/Discussion | | |
| 9-Apr | | | |
| 11-Apr | | | |
| 13-Apr | | Bus Presentation | Final Business Plan Due |
| 16-Apr | | Bus Presentation | |
| 18-Apr | | Bus Presentation | |
| 20-Apr | | Bus Presentation | |
| 23-Apr | | Bus Presentation | |
| 25-Apr | | Bus Presentation | |

