# CALIFORNIA STATE UNIVERSITY CHANNEL ISLAND

# Camarillo

**Course:** MGT 325

**Title:** Entrepreneurial Management

**Units:** 3

**Required Texts:** Scarborough, Norman. (2011) *Essentials of Entrepreneurship and Small Business Management.* (6th Ed) Prentice Hall.

In addition to the regular readings assigned in this course, it is highly encouraged to keep abreast of current events in business and economics by reading at least one of the following materials on a regular basis: Wall Street Journal, Business Week, Fortune, The Economist.

**Instructor:** Horst J. Liebl, MBA, Ph.D., CFE, CPA, CGMA

**Telephone Number:** (805) 300-4002; email: [Horst.Liebl@csuci.edu](mailto:Horst.Liebl@csuci.edu)

**Office Hours:** Wednesdays 3:00 pm – 6:00 pm or by appointment, Sage Building Office

**Location:** Bell Tower 1494 (Check for Room Changes before the start of the Course)

**Schedule:** See detailed Schedule below

**Course Overview:** This course evaluates the necessary qualities and characteristics of the successful entrepreneurial profile. It helps students recognize and determine the steps necessary to open and operate a small business enterprise. It critiques the basic forms of small business ownership and identifies the necessary financial competencies needed by the entrepreneur. It further utilizes information, estimates and projections, logic and critical thinking needed to recognize opportunities and to address small business problems in a multicultural, ethical and legal and competitive environment.

Students will be expected to have basic working knowledge of business, including accounting, management, marketing and finance.

**Learning Objectives:** Students who successfully complete this course will be able to:

1. Make and implement business decisions via case studies and simulation exercises ( 1,5,6)
2. Produce analyses and present analyses orally and in writing to their peers and to a larger audience (1,2,3,5,6)
3. Create effective business plans and clearly describe strategies, goal and objectives (1,2,3,5,6)
4. Summarize orally and in writing the performance of businesses with the focus on small businesses and start-up companies (2,3,5,6)

\*Aligns with Program Learning Goals for:

1. Critical thinking

2. Oral communication

3. Written Communication

4. Conduct (Ethics)

5. Competencies in discipline

6. Collaboration

**Course Topics:** The course demonstrates the integration of accounting, finance, economics, marketing, production, quantitative analysis and human resource management to start up and manage successfully a small business. As a major focus of the course, students work in teams to identify and resolve problems, and implement plans. Subjects included in this course – but not limited to are:

* Inside the Entrepreneurial Mind
* Preparing a Business Plan
* Conducting a Feasibility Analysis and Crafting a Winning Strategy
* Building a Marketing Plan
* Pricing Strategies

**Assignments:** Students are expected to complete the weekly assignments before the beginning of each class meeting. This point is essential, because much of the discussion in each class will be based upon the concepts presented in the assignments.

**Grading Scale:** 90 - 100 = A

80 < 90 = B

70 < 80 = C

60 < 70 = D

0 < 60 = No Pass

**Grading:** Mid Term 20%

Final Test 20%

Presentation 1: Initial Business Concept & Setup Plan 10%

Presentation 2: Final Business Concept 10%

Business Plan 15%

Case Study 15%

Attendance/Participation/Instructor Evaluation 10%

Total -------

100%

No Plus/Minus grading will be used in this course.

Students are responsible to sign in for attendance points at each meeting by initialing the sign in sheet. Ex-post sign in after the meeting concluded is not accepted.

Group Exercises & Class Participation involves the student’s ability to stimulate discussion and contribute to class activities. The grade is based on quality, not on quantity of participation.

This syllabus may be verbally modified during the term by the instructor.

***Participants are encouraged to active participation and discussion.***

**A missed In-class exam cannot be substituted by “extra” assignments. No provision is made for a make-up of exams.**

**Grading Criteria:** Students will be graded on the coherent organization of thought, knowledge level, clarity, conciseness, and style of expression, willingness to express views and degree of preparedness. Students are graded on achievement, rather than effort. It is the responsibility of each student to come to class prepared.

Presentations and Papers will be graded on the following criteria:

Content 70%

Format and Presentation 15%

Style, Grammar and Usage 15%

Total 100%

All documents are to be typed, spell-checked and grammar-checked and conform to APA Standard (American Psychological Association, 2010: Publication Manual of the American Psychological Association).

**Presentation 1 - Team Assignment:**

The task is to develop an initial Business Concept for a Business Idea that the team has identified. Each team has to prepare a 15 minute presentation that

1. Describes the basic business idea
2. Describes the business model and basic company setup
3. Lays out a start-up plan

Since this assignment is intended to simulate an executive activity, you should plan to dress professionally.

After the presentations, there may be a question-and-answer session with the class in which everyone is invited to ask questions or express their views.

For due dates see the Schedule. No extensions are possible.

**Presentation 2 - Team Assignment:**

In the second presentation each team will present their Final Business Concept to investors

Typical components of the final presentation – but not limited to - are:

1. Analysis of your company’s Strategic Vision: Discussing performance targets for EPS, ROE, credit rating, and image rating.
2. Define the structure of the business model.
3. Analysis of company’s Pricing Strategy
4. Analysis of the company’s Production Strategy and Work Force Compensation Strategy.
5. Analysis of the company’s Marketing Strategy.
6. Analysis of the company’s Financial Strategy
7. Describe why will the business model will be successful.

For due dates see the Schedule. No extensions are possible.

**Business Plan - Team Assignment:**

Each team has to prepare a business plan for their start-up company. The Business Plan should discuss the following areas:   
1. Products & Services

2. Marketing Plan

3. Operational Plan

4. Financial Plan

5. Management Plan

The paper should have between ten and fifteen pages, double-spaced typed. A cover page, a table of contents and references are required.

**Case Study - Individual Assignment:**

Information for a case study will be provided. Students will have to prepare a business analysis of a company and prepare a proposal for improvements.

The paper should have between ten and fifteen pages, double-spaced typed. A cover page, a table of contents and references are required.

**Attendance, Class Participation and Instructor Evaluation**

In a seminar class such as this, the success of the class, the enjoyment of each student, and the degree of material learned is highly dependent on classroom participation. To that end, attendance will be taken at the beginning of each class. Students who do not stay for the entire class session will be marked absent. Your preparation for class discussion will be considered, as well as the extent and quality of your contribution.

**Assessment of Learning**

The Martin V. Smith School of Business and Economics is dedicated to continuous assessment of student learning and success. In this class, the following objectives will be assessed: Critical Thinking.

**Course Standards and Academic Honesty:**

It is assumed that all students will perform professionally in preparing work required for this class. If papers have to be prepared, all papers must be submitted on their due date. Grades on any materials will be reduced 25% each week that the work is late.

1. Academic dishonesty includes such things as cheating, inventing false information or citations, plagiarism and helping someone else commit an act of academic dishonesty. It usually involves an attempt by a student to show possession of a level of knowledge or skill that he/she does not possess.

2. Course instructors have the initial responsibility for detecting and dealing with academic dishonesty. Instructors who believe that an act of academic dishonesty has occurred are obligated to discuss the matter with the student(s) involved. Instructors should possess reasonable evidence of academic dishonesty. However, if circumstances prevent consultation with student(s), instructors may take whatever action (subject to student appeal) they deem appropriate.

3. Instructors who are convinced by the evidence that a student is guilty of academic dishonesty shall assign an appropriate academic penalty. If the instructors believe that the academic dishonesty reflects on the student's academic performance or the academic integrity in a course, the student's grade should be adversely affected. Suggested guidelines for appropriate actions are: an oral reprimand in cases where there is reasonable doubt that the student knew his/her action constituted academic dishonesty; a failing grade on the particular paper, project or examination where the act of dishonesty was unpremeditated, or where there were significant mitigating circumstances; a failing grade in the course where the dishonesty was premeditated or planned. The instructors will file incident reports with the Vice Presidents for Academic Affairs and for Student Affairs or their designees. These reports shall include a description of the alleged incident of academic dishonesty, any relevant documentation, and any recommendations for action that he/she deems appropriate.

4. The Vice President for Student Affairs shall maintain an Academic Dishonesty File of all cases of academic dishonesty with the appropriate documentation. Department policy requires that all individuals engaging in academic dishonesty be reported to the Vice President, Student Affairs and the Vice President of Academic Affairs.

5. Student may appeal any actions taken on charges of academic dishonesty to the "Academic Appeals Board."

6. The Academic Appeals Board shall consist of faculty and at least one student.

7. Individuals may not participate as members of the Academic Appeals Board if they are participants in an appeal.

8. The decision of the Academic Appeals Board will be forwarded to the President of CSU Channel Islands, whose decision is final.

# Disability: Cal State Channel Islands is committed to equal educational opportunities for qualified students with disabilities in compliance with Section 504 of the Federal Rehabilitation Act of 1973 and the Americans with Disabilities Act (ADA) of 1990. The mission of Disability Accommodation Services is to assist students with disabilities to realize their academic and personal potential. Students with physical, learning, or other disabilities are encouraged to contact the Disability Accommodation Services office at (805) 437-8510 for personal assistance and accommodations.

Course Schedule

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| --- | --- | --- | --- | --- |
| **MGT 325 Entrepreneurial Management** | | | **CSUCI** | |
| **Essentials of Entrepreneurship & Small Business Management** | | | **Scarborough** | |
|  |  |  |  |  |
| **Friday** | |  | **Aug 2012** | |
|  |  |  |  |  |
| **Meeting** | **Date** | **Topic** | **Chapter** | **Learning Outcomes** |
| 1 | 31-Aug-12 | Introduction, Forming of Teams, The Foundation of Entrepreneurship | 1, |  |
| 2 | 7-Sep-12 | Inside the Entrepreneurial Mind: From Ideas to Reality | 2 |  |
| 3 | 14-Sep-12 | Designing a Competitive Business Modell and Building a Solid Strategic Plan; Presentation 1: Team A, B, C, D | 3 |  |
| 4 | 21-Sep-12 | Conducting a Feasibility Analysis and Crafting a Winning Business Plan, Presentation 1: Team E, F, G, H | 4 |  |
| 5 | 28-Sep-12 | Forms of Business Ownership Presentation 1: Team I, J, K, L Case Study Information and Discussion | 5 |  |
| 6 | 5-Oct-12 | Franchising and the Entrepreneur | 6 |  |
| 7 | 12-Oct-12 | Buying an Existing Business | 7 |  |
| 8 | 19-Oct-12 | Building a Powerful Marketing Plan, Mid Term | 8 |  |
| 9 | 26-Oct-12 | E-Commerce and the Entrepreneur | 9 |  |
| 10 | 2-Nov-12 | Pricing Strategies | 10 |  |
| 11 | 9-Nov-12 | Creating a Successful Financial Plan, Business Plan is Due | 11 |  |
| 12 | 16-Nov-12 | Managing Cash Flow, Case Study is Due | 12 |  |
| 13 | 23-Nov-12 | Sources of Financing: Debt and Equity, Presentation 2: Team A, B, C, D | 13 |  |
| 14 | 30-Nov-12 | Choosing the Right Location and Layout, Presentation 2: Team E, F, G, H | 14 |  |
| 15 | 7-Dec-12 | Global Aspects of Entrepreneurship Presentation 2: Team I, J, K, L, Instructor Evaluation Due | 15 |  |
| 16 | 14-Dec-12 | Building a New venture team and Planning for the Next Generation, Finals | 16 |  |