

MGT 325 – Course Syllabus, Fall 2013
Martin V. Smith School of Business and Economics
California State University Channel Islands

THIS SYLLABUS AND SCHEDULE
IS SUBJECT TO CHANGE DURING THE SEMESTER

Course	Entrepreneurial Management Wednesday, Class No. MGT 325-02 (#2024), Del Norte Hall 1530, 3-5:50pm Thursday, Class No. MGT 325-03 (#2025), Broom Library 2480, 3-5:50pm
Professor	Jeffrey Stone, Ph.D.
Office	Sage Hall 2152
Phone	805-437-8980
Email	Jeffrey.Stone@csuci.edu
Office Hours	Wed. 1-3pm, Thurs. 2-3pm, and by appointment.
Required Textbooks	<ul style="list-style-type: none"> • Kaplan and Warren, <i>Patterns of Entrepreneurship Management, 3rd Edition</i>, ISBN 978-0470169698 (Fourth Edition is acceptable) • Osterwalder and Pigneur, <i>Business Model Generation</i>, ISBN 978-047087641-1 • Blank and Dorf, <i>The Startup Owners Manual</i>, ISBN 978-0-984999309
Recommended	<i>The Wall Street Journal</i> subscribe at http://www.WSJ.com/studentoffer for extra credit in the class

COURSE DESCRIPTION AND STUDENT LEARNING OUTCOMES

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.

Students who successfully complete this course will be able to:

- Make and implement business decisions via case studies and simulation exercises (1,4,5,6)*
- Produce analyses and present analyses orally and in writing to their peers and to a larger audience (1,2,3,5,6)*
- Create effective business plans and clearly describe strategies, goals and objectives (1,2,3,5,6)*
- 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) 6. Collaboration

COURSE COMPONENTS

INDIVIDUAL QUIZZES (Individual grade, 10% of your class grade)

There will be eight quizzes to motivate your reading and preparation. Quizzes will be held during the first ten minutes of class. Answers will be collected at 3:15pm. Topics for each quiz are listed in the class schedule. You may not make up any quizzes.

TEAM WRITTEN ASSIGNMENTS (Team grade, 10% of your class grade)

As you creating your business model, you will complete periodic checklists to guide your progress and to ensure that you are on the right track. The checklists are available in the *Startup Owners Manual*. You will use these checklists to guide preparation of your business plan, which is due at the end of the semester. The first two sets of checklists corresponds to the *Startup Owners Manual*, chapters 1 through 5 and will comprise 7% of your class grade. The third and fourth sets of checklists correspond to chapters 6 and 7. These last two sets contribute 3% to your class grade.

TEAM PRESENTATION OF PRELIMINARY BUSINESS MODEL (Team Grade, 10% of your class grade)

After you complete the basic Business Model Canvas, you will have a good, but untested, series of hypotheses about your value proposition, your customers and and projected revenue, and your partners and your costs. You will present your basic model and obtain feedback from your classmates and the professor. Your presentation materials are due prior to the start of class.

INDIVIDUAL EVALUATIONS (Individual grade; Midterm @ 15%, Final @ 15% for a total of 30% of your class grade)

Content for the evaluations may originate from the textbooks, videos or lecture materials. The exams may be either multiple choice or essay. No make-up exams or early exams will be given unless you provide written documentation for a compelling reason for missing the exam (e.g., a doctor's note, accident report, etc.). Planned vacations are not considered a valid reason for taking the final exam early.

TEAM PRESENTATION OF FINAL BUSINESS MODEL (Team grade, 10% of your class grade)

After you have validated your customers, you have successfully completed the "search" phase of your business creation. You will know that you have identified the correct set of customers for your product or service, and you will be in a position to proceed to either executing your business model or pivoting your business model.

Typically, you would continue business model development by proceeding to the “execution” phase of your startup business by creating paying customers and building your company. However, this course stops at this point in creating a new business.

Your final presentation will describe the final state of your “search” efforts and include a draft business plan. The format will be similar to that of the first presentation. Your presentation materials are due prior to the start of class.

TEAM WRITTEN BUSINESS PLAN (Team grade, 20% of your class grade)

The components of your business plan will be identified and validated as the course progresses. When you complete the process, you will have most of the information necessary for a business plan to give to investors or other interested parties. After you present your business model to the class, you will have an opportunity to modify your draft business plan. The completed business plan is due in hard-copy, at the time of the final exam. No extensions are possible.

ATTENDANCE AND PARTICIPATION (Individual grade, 10% of your class grade)

I will take attendance periodically and randomly at the *beginning and end* of class. No credit will be given for missing class, regardless of any reasons or excuses. You will work with your teams during class to complete your entrepreneurial project, so it is important that you attend class.

In addition to classroom attendance and classroom participation, you will evaluate yourself and your teammates on your contribution to the semester project. You will evaluate yourselves on two dimensions: contribution to getting the work done (task focus) and contribution to team cohesiveness (relationship focus).

GRADING

Grading Scale: 90 -100 = A; 80-89 = B; 70-79 = C; 60-69 = D; < 60 = F

Grading:	Quizzes (Individual Grade)	10%
	Written Assignments (Team Grade)	10%
	Presentation 1: Preliminary Business Model (Team Grade)	10%
	Midterm Evaluation (Individual Grade)	15%
	Presentation 2: Final Business Model after Validation (Team Grade)	10%
	Written Business Plan after Validation (Team Grade)	20%
	Final Evaluation (Individual Grade)	15%
	Attendance/Participation/Instructor Evaluation (Individual Grade)	10%
	Total -----	100%

There will be no plus/minus grading in this class.

Extra Credit: You may order a subscription to the *Wall Street Journal* for extra credit, which will be applied to your final grade.

To obtain extra credit, you must subscribe **no later than Sunday, September 8, 2013**. The link to subscribe is: <http://www.WSJ.com/studentoffer>

Other than the WSJ subscription, I do not accept requests for extra credit assignments.

There are no grade changes except for grade calculation errors.

Please note: Every semester, students' grades are lowered because they fail to turn in assignments, to prepare for quizzes, or to be prepared for class participation. In addition to attendance, the professor will evaluate your classroom participation. Your teammates will also evaluate your contribution to the team projects, and your grade for those team projects may be raised or lowered depending on your teammates' evaluation of your contribution to the team.

CLASSROOM PROTOCOL AND ACADEMIC HONESTY

NOTE: You **must use your CSUCI email account** to communicate in this class. To protect your confidentiality, I will not respond to email from a personal email account or communicate with your family or friends. You may set up forwarding from your CSUCI email account to your personal account to receive email from the professor.

- Powerpoint slides and case assignments will be available in Blackboard before class. You should print the slides before class using the "black and white" option in Powerpoint.
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- **Internet use:** During class, you can take notes on the printed slides. Alternately, you may use a laptop computer or tablet to take notes. If you chose to use a laptop or tablet, you must use it only to take notes. Browsing the internet without consent of the professor, is prohibited.
- **Texting:** texting during class is prohibited. Texting or web surfing during class is unprofessional, disrespectful to the course material, the professor and your fellow students.
- **Sleeping:** If you cannot stay awake during class, you will be asked to leave and receive no credit for attendance.
- **Disruptive Behavior:** Disciplinary action will be undertaken if your behavior is disruptive to the class.
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- Regarding academic honesty, the corporate world of today places significant emphasis on ethics, as does CSUCI and the Smith School of Business and Economics. In this class, therefore, you must not collaborate on your individual assignments or use material outside the scope of the required assignment. This includes outside references (other than the textbook or class materials) such as other papers or web sites. Suspect papers will be checked carefully, and plagiarism will be disciplined appropriately. Please review the current University policy on academic honesty.

<http://www.csuci.edu/academics/catalog/2012-2013/pdfs/sec7-policies-and-regulations.pdf>

Class Schedule MGT325, Wednesdays or Thursdays 3pm to 5:50pm

Week	Date	Topic	Assignments for This Class (COMPLETE IN ADVANCE)
1	8/28 8/29	<ul style="list-style-type: none"> - Course overview, orientation - Team formation - Entrepreneurship and Innovation 	Watch Steve Blank video, Lecture 0 Read Kaplan, Ch.1, Ch. 2. Ch. 3
2	9/4 9/5	<ul style="list-style-type: none"> - Business Model Canvas - Customer Discovery Phase I 	Watch Blank video, Lecture 1 Watch Blank video, Lecture 1.5A Read Blank, Chapters 1-3 (pp. 1-68) Read Osterwalder, <i>Canvas</i> (pp. 14-50) Read Osterwalder, <i>Processes</i> (pp. 244-261)
3	9/11 9/12	<ul style="list-style-type: none"> - Customer Discovery Phase I - Business Model Hypotheses - Types of Business Models - The Right Side of the Canvas - QUIZ on Osterwalder:Patterns 	Watch Blank video, Lecture 1.5B Watch Blank video, Lecture 2 Watch Blank video, Lecture 4 Watch Blank video, Lecture 5 Watch Blank video, Lecture 6 Read Blank, Chapter 4 (pp. 69-168) Read Osterwalder, <i>Patterns</i> (pp. 56-119)
4	9/18 9/19	<ul style="list-style-type: none"> - Customer Discovery Phase I - Business Model Hypotheses - The Left Side of the Canvas - QUIZ on Blank video lectures 1, 1.5A, 1.5B, 2, 4, 5, and 6 	Watch Blank video, Lecture 7 Watch Blank video, Lecture 8 Read Blank, Chapter 4 (pp. 169-188) Read Kaplan Chapter 11 Read Kaplan Chapter 4
5	9/25 9/26	<ul style="list-style-type: none"> - Design Techniques - Social Entrepreneurship - Technological Entrepreneurship - QUIZ on Blank video lectures 7 and 8 	Read Osterwalder, <i>Design</i> (pp. 126-195) TURN IN Blank Checklists 3-12 from pages 472-485
6	10/2 10/3	PRESENTATIONS ON BUSINESS MODEL SEARCH	TURN IN presentation materials
7	10/9 10/10	MIDTERM	Covering all readings, videos and lectures from Week 1 through Week 6 of the class.
8	10/16 10/17	<ul style="list-style-type: none"> - Customer Discovery Phase II: Test the Problem - Early-stage funding - QUIZ on Kaplan, Ch. 9 	Read Blank, Chapter 5 (pp. 189-226) Read Kaplan, Chapter 7
9	10/23 10/24	<ul style="list-style-type: none"> - Customer Discovery Phase II: Build the MVP - Equity funding - QUIZ on Kaplan, Ch. 10 	Read Kaplan, Chapter 8
10	10/30 10/31	<ul style="list-style-type: none"> - Customer Discovery Phase III: Test the Product Solution - QUIZ on Blank Ch. 5 and Ch. 6 	Read Blank, Chapter 6 (pp. 227-256) Read Kaplan, Chapter 5 TURN IN Blank Checklists 13-18 from pages 486-493

11	11/6 11/7	- Customer Discovery Phase III: Test the Product Solution (contin.) - Setting up the company - QUIZ on Kaplan, Ch. 6	Read Kaplan, Chapter 6
12	11/13 11/14	- Customer Discovery Phase IV: Verify the Business Model and Pivot or Proceed - QUIZ on Kaplan, Ch. 11	Read Blank, Chapter 7 (pp. 257-273) Read Kaplan, Chapter 9: Financial Statements TURN-IN Blank Checklists 19-20 (pp. 494-497)
13	11/20 11/21	Communicating The Opportunity	Read Kaplan, Ch. 13 Read Osterwalder, <i>Outlook</i> (pp. 264-273)
14	11/27 11/28	Work with team to create written business plan and business model presentation	
15	12/4 12/5	PRESENTATIONS ON BUSINESS MODEL SEARCH	TURN IN Blank Checklists 22-25 (pp. 499-502) TURN IN presentation materials
16	12/11 12/12	PRESENTATIONS ON BUSINESS MODEL SEARCH (continued) FINAL EXAM	Final exam covers all readings and lectures from Week 8 through Week 13 of the class. TURN IN written Business Plan