

BUS 560 – Fall 2024 Syllabus

Instructor: Dr. Ray Bowman

Contact: Email: raymond.bowman@csuci.edu

Class Meetings:

- **Day:** Thursday
- **Time:** 6:30 PM – 9:30 PM

- **Location:** Bell Tower 1491

Office Hours (MVS 1175):

- **Thursday:** 4:45 PM – 5:45 PM (Before class) or by appointment
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Student Learning Outcomes

Program Learning Goals

1. Critical Thinking
2. Oral Communication
3. Written Communication
4. Collaboration
5. Conduct (Ethics)
6. Competency in Discipline

Course Description

The course examines the management of start-ups and small businesses, focusing on strategy, location, financing, staffing, daily activities, controls, and taxes. Students will develop a business plan for a small business.

Learning Objectives

Upon completion of this course, students should be able to:

- Communicate the overall topic of entrepreneurship both orally and in writing.
- Define strategic, tactical, and operational roles in entrepreneurial management.
- Prepare a business plan and feasibility analysis.
- Establish ethical and legal foundations for new ventures.
- Use critical thinking to execute entrepreneurial strategies.
- Conduct competitor and industry analysis.
- Work individually and in teams to manage entrepreneurial ventures.
- Identify entrepreneurial activity and its applications.
- Assess the financial strengths of new ventures.
- Present individual projects.
- Gain real-world skills in entrepreneurship.

Course Materials

- **Textbooks:** Reading material will be provided in the Canvas Class Shell.

Grading Components

Component	Points
Class Preparation (Reading and Quizzes)	100
Class Participation (Individual)	200
Pitches and Assumptions (4 @ 50 pts)	200
Business Model	100
Project (Business & Financial Plan)	500
Total Points	1,100

Grading Scale

Grade	Points Range
A+	1000-980
A	979-930
A-	929-900
B+	899-880
B	879-830
B-	829-800
C+	799-780
C	779-730

C- 729-700

D 699-600

F <599

Class Schedule

Week	Date	Subject Area	Required Readings	Assignment Deliverable	Other Activities/Readings
1	Aug 29	Overview, Intro to Entrepreneurship, Business Plan Model, Managing Risk/Opportunity	Class Preparation	Class Participation (individual)	-
2	Sept 5	Business Ideation, Market Sensing, Design Thinking	Class Preparation	Class Participation (individual)	JTBD Bot, Design Thinking Exercise
3	Sept 12	Research, SWOT, Competitor Analysis, Go-to-Market Strategy	Class Preparation	Pitches and Assumptions (0)	Value Stream Bot, SWOT Exercise
4	Sept 19	Business Modeling, Business Ecosystem, Financial Modeling	Class Preparation	Pitches and Assumptions (1)	Business Model Canvas Bot
5	Sept 26	Digital Marketing, Sales Process, PR, Content Marketing	Class Preparation	Business Model	E-commerce bot, Pipeline Bot
6	Oct 3	Legal Protection, Contracts, IP Overview, Regulatory Considerations	Class Preparation	Pitches and Assumptions (2)	Entity Bot, Regulation Bot

7	Oct 10	Financial Management, Key Metrics, Cash Flow Management	Class Preparation	Project (Business Plan and Financial Plan)	Finance Bot, Benchmark bot
8	Oct 17	Financial Projections, Revenue Drivers, Sensitivity Analysis	Class Preparation	-	Finance Bot
9	Oct 24	No class meeting (mid-semester break)	-	-	-
10	Oct 31	Strategies for Achieving Hypergrowth	Class Preparation	-	Hypergrowth Bot
11	Nov 7	Legal Protection Review	-	-	IP Bot, Cyber Security Bot
12	Nov 14	Pitching and Fundraising	-	-	Pitch Bot
13	Nov 21	Go-to-Market Strategies, Launch Planning	-	-	Compare Bot
14	Dec 5	Scaling Your Venture	-	Pitches and Assumptions (3)	Franchise Bot
15	Dec 12	Solicitation Plan & Financial Assumption Refinement, Pitch Day	-	Pitches and Assumptions (4)	Solicitation Plan Bot

Key Deliverables

Deliverable	Due Date	Points
Class Preparation (Reading and Quizzes)	Ongoing	100

Class Participation (Individual)	See Canvas	200
Pitches and Assumptions (4 @ 50 points each)	See Canvas	200
Business Model	See Canvas	100
Project (Business Plan and Financial Plan)	See Canvas	500
Total Points		1,100

Class Protocol

- **No late quizzes/assignments/tests.** Quizzes, tests, and assignments are not accepted late unless due to emergencies with proof.
 - **Writing Standard.** Use APA style for all writing and citations. The standard of writing is upper-division level.
 - **Contacting the Professor.** Reach via CSUCI email raymond.bowman@csuci.edu or phone (805-612-0859).
 - **Attendance.** Regular attendance and participation are mandatory.
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Academic Integrity and Disability Accommodations

- **Academic Dishonesty:** Plagiarism or cheating will result in severe academic penalties.
- **Disability Accommodations:** Contact Disability Accommodation Services at (805) 437-8510 for assistance.

Disclaimer: This syllabus may be subject to change with notice.

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You said:

Please reproduce but include all of the text provided. This is important because much of the text is required by the university

ChatGPT said:

ChatGPT

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Contact: Email: raymond.bowman@csuci.edu

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- **Day:** Thursday
- **Time:** 6:30 PM – 9:30 PM

Office Hours:

- **Monday:** 5:00 PM – 6:00 PM
 - **Thursday:** 4:00 PM – 5:45 PM (before class)
 - Available by appointment or after class if needed
-

Student Learning Outcomes and Program Learning Goals

Program Learning Goals

1. Critical Thinking
2. Oral Communication
3. Written Communication
4. Collaboration
5. Conduct (Ethics)
6. Competency in Discipline

Course Description

This course examines the management of start-up and small businesses, concentrating on strategy, location, financing, staffing, daily activities, controls, and taxes. Students will develop a business plan for a small business.

Learning Objectives

By the end of this course, students will be able to:

- Communicate orally and in writing about entrepreneurship.
- Define the strategic, tactical, and operational roles of management in an entrepreneurial venture.
- Prepare a business plan and feasibility analysis.
- Establish ethical and legal foundations for new ventures.
- Use critical thinking to formulate and execute entrepreneurial strategies.
- Conduct a detailed analysis of competitors and the industry.
- Work individually and in teams to solve entrepreneurial challenges.
- Identify entrepreneurial activity and its applications.
- Assess the financial strengths of a new venture.
- Present individual projects with real-world applications.
- Develop skills in entrepreneurship through practical activities.

These objectives will be achieved through lectures, discussions, writing assignments, videos, guest speakers, and group projects.

Required Materials

- **Textbooks:** Reading materials will be provided in the Canvas Class Shell at no cost.
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Grading Components

Component	Points
Class Preparation (Reading and Quizzes)	100
Class Participation (Individual)	200
Pitches and Assumptions (4 @ 50 pts)	200
Business Model	100
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B-	829-800
C+	799-780
C	779-730
C-	729-700

D 699-600

F <599

Class Participation and Attendance

You are expected to attend each class with the assigned readings and quizzes completed, fully prepared to engage in discussions. Class participation is graded based on attendance (50%), preparedness, contributions to discussions, and fostering peer learning. A meeting with the instructor (virtually) is required at least once during the semester.

Class Schedule

Week	Date	Subject Area	Required Readings	Assignment Deliverable	Other Activities/Readings
1	Aug 29	Overview, Syllabus Review, Intro to Entrepreneurship, Business Plan Model, Managing Risk	Class Preparation (Reading and Quizzes)	Class Participation (individual)	-
2	Sept 5	Business Ideation, Survival Business Exercise, Design Thinking, Market Sensing	Class Preparation (Reading and Quizzes)	Class Participation (individual)	JTBD Bot, Design Thinking Exercise
3	Sept 12	Research, Ansoff Matrix, SWOT, Competitor Analysis, Go-to-Market Strategy	Class Preparation (Reading and Quizzes)	Pitches and Assumptions (0)	Value Stream Bot, SWOT Exercise
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5	Sept 26	Digital Marketing Strategies, Sales Process, PR and Content Marketing	Class Preparation (Reading and Quizzes)	Business Model	E-commerce bot, Pipeline Bot
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7	Oct 10	Financial Management, Financial Statements, Key Metrics, Cash Flow Management	Class Preparation (Reading and Quizzes)	Project (Business Plan and Financial Plan)	Finance Bot, Benchmark bot
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Deliverables

Deliverable	Due Date	Points
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Assignments Overview

Business Model Generation Presentation (Individual)

- Create an expanded business model canvas demonstrating assumptions, a point of view, and an attempt to create a unique category.

Pitches and Assumptions (4 @ 50 points each)

- Four pitches, 10-15 minutes each, with improvement expected each round. Students must back assertions with assumptions and cite third-party information.

Project (Business Plan and Financial Plan)

- Develop a comprehensive business plan for a real business idea, using templates provided in class.

Final Report/Business Plan

- Include a narrative solicitation plan and financial statements (balance sheet, profit & loss, cash flow) with scalability analysis. Class exercises will support project development.
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Guest Speakers (If Applicable)

Several accomplished speakers will share their industry experiences. Final dates will be confirmed. Students are expected to research the speakers' companies and prepare questions.

Class Protocol

No late quizzes/assignments/tests

Quizzes, tests and assignments will not be accepted late. Papers are submitted in hard copy at the beginning of class due date. Please do not send papers to me by email unless instructed. If you miss a deadline/test, there is no make-ups unless you have an emergency (i.e. medical) with proof of situation.

Writing Standard

The standard of writing is that of an upper division class. Students should have already achieved correct grammar and punctuation skills; those who have not should catch up by asking for help from the writing center or studying *The Elements of Style* or similar instruction. Poor writing will count against your assignment's grade. References/Bibliographies and writing must be APA style. I do not accept handwritten assignments.

Contacting the Professor

The best way to reach me is my CSUCI email: raymond.bowman@csuci.edu—although, sometimes it may take up to 48 hours to reply. For truly urgent matters phone (805-612-0859). If you need to talk to me, Ray Bowman, text me first as I am typically in meetings or unavailable at the exact moment.

You must use your CSU email account for all communication in this class. It is your responsibility to check your CSU email account and eCollege course web site regularly (at least once a day) for additional announcements and communications. If you would like to Skype my account is raymond.bowman@csuci.edu; this should pre-arranged.

All email communications should have the following subject heading: BUS499-Online, followed by a brief summary of the question such as "BUS499-Online: Assignment 1 ftp upload question." I will respond to emails usually within 24 hours.

Attendance

As this is an entrepreneurship course focused on hands-on practice and application, class sessions will incorporate numerous exercises to build critical skills. These in-class activities provide invaluable opportunities to learn from peers and get coaching from the professor. Given the active, experiential nature of sessions, attending, and fully participating is imperative for student success. Any unexcused absences will negatively impact your attendance and

participation grade. Documenting the work completed within class exercises is also required as proof of attendance.

While emergencies or other incidents outside control of the student may arise, such cases will be evaluated on an individual basis concerning impacts to grading. Overall, students should make this course a top priority and commitment by attending every class when possible. Missing class equates to missing out on key learning as well as team collaboration, which cannot be made up easily. Your attendance directly correlates to what you will take away from this course.

Disclaimer

Information contained in this syllabus, other than that mandated by the University, may be subject to change with advance notice, as deemed appropriate by the instructor.

Academic Dishonesty

All work that students submit, as their own work must, in fact, be their own work. In accordance with CSU Channel Islands policy on academic dishonesty, students in this course who submit the works of others as their own (plagiarize), cheat on tests and examination, help other students cheat or plagiarize, or commit other acts of academic dishonesty will receive appropriate academic penalties, up to including failing the course. Papers with plagiarized ideas or language will be graded "F" and must be rewritten with proper use of quotations and referencing. The final grade will be given after which it will be lowered to 2 full letter grades.

The Internet is a great source of information and I encourage you to use it for research. However, do not copy another author's writing word for word, except for brief passages to support your thesis. When using another writer's work, accurately identify it with a proper citation and footnote. Plagiarism or cheating on test and exams will result in an "F" (0 points) on the test or exams, very likely resulting in a lower or possibly a failing final grade in the course. Plagiarism on individual assignments or project deliverables will result in a 0 point grade for that document. In case where the cheating or plagiarism was premeditated or planned, students may receive and "F" for the course.

Disabilities Accommodations

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. All requests for accommodations require appropriate advance notice to avoid delay in services. Please discuss approved accommodations with me.