

BUS 560 – Spring 2024 - Syllabus

Instructor: Dr. Ray Bowman

Class Meetings:

Day	Time
Mon	6:30 PM – 9:30PM

Office Hours: 5:00-6:00Pm Monday

Day	Time
Mon.	6:30 PM – 9:30 PM
Mon.	4:00 PM – 5:45 PM before class
Or by appointment or after class if needed	

Contact:

E-Mail: raymond.bowman@csuci.edu

Student learning outcomes

Program Learning Goals

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

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

After the course, the students should be able to:

- Communicate orally and in writing the overall topic of entrepreneurship (2,3)

- Define the strategic, tactical, and operational roles and functions of management of the entrepreneurial venture. (1)
- Prepare a successful business plan along with a feasibility analysis (1)
- Prepare the proper ethical and legal foundation as applied to entrepreneurship and new business ventures. (5)
- Use critical thinking to formulate and execute managerial entrepreneurial strategies, plans, and procedures. (1)
- Provide a detailed analysis of competitors and the industry. (1)
- Individually and in teams identify, conceptualize, and develop solutions for successful entrepreneurial management. (1,4)
- Ability to identify entrepreneurial activity and its application. (1,6)
- Entrepreneurial financing and assessing the financial strengths of the new venture (1,6)
- Present individually project (2,3,4,5,6)
- Leave the class with “real world” skills in entrepreneurship (1,2,3,4,5,6)

These objectives will be achieved through a mix of lectures and discussion, writing assignments, in class videos, guest speakers and group projects.

Required materials:

Textbooks:

Reading material will be supplied to you at no cost in the Canvas Class Shell

Grading:

Component	Points
Class Preparation (Reading and Quizzes)	100
Class Participation (individual)	200
Pitches and Assumptions (4 @ 50 points each)	200
Business Model	100
Project (Business Plan and Financial Plan)	500
Total Points	1,000

Grading Scale:

Grade	Point 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 participation and attendance

You are expected to come to class with the assigned readings and their corresponding online quizzes completed and fully prepared to participate in the discussion. Grading for this section will be based on attendance (50%), preparedness, your contributions toward advancing class discussion and practice, and generally fostering learning among peers.

A requirement for a good participation grade is to meet with me in my office (virtually) at least once during the semester.

TENTATIVE SCHEDULE

Here is the schedule updated to account for the listed holidays by shifting content weeks:

Week	Date	Subject Area	Required Readings	Assignment Deliverable	Other Activities/Readings
1	Jan 22	Overview and Syllabus Review, Intro to Entrepreneurship, Bus Plan Business Model Generation General business ownership Entrepreneurial Mindset The hyper scaling business model. Managing Risk/Opportunity	Class Preparation (Reading and Quizzes)	Class Participation (individual)	
2	Jan 29	Business ideation - Survival business exercise. - Job to be done exercise. - Design thinking - Market sensing - Creating category and point of view - Market Sizing	Class Preparation (Reading and Quizzes)	Class Participation (individual)	JTBD Bot, Design Thinking Exercise Point of View Compare Bot
3	Feb 5	Doing the research - Ansoff Matrix - 5 Force Analysis - SWOT - Competitor Analysis - Value Chain Analysis - Go-to-Market Strategy - Type of entity	Class Preparation (Reading and Quizzes)	Pitches and Assumptions (0)	Value Stream Bot, Five Force Bot, Entity Bot, SWOT Bot Exercise
4	Feb 12	Business Modeling - Business Ecosystem - Business Model Canvas - Business Plan - Common Sizing to Model a Business financially. - Iterative Process	Class Preparation (Reading and Quizzes)	Pitches and Assumptions (1)	Common Size Bot, Business Model Canvas Bot, Ecosystem Bot
5	Feb 19	- Digital marketing strategies - Sales process and pipelines - PR and content marketing	Class Preparation (Reading and Quizzes)	Business Model	E-commerce bot, Pipeline Bot, Persuasion analysis
6	Feb 26	Legal Protection - Important legal formations and structures - Contracts, IP protection overview - Regulatory considerations	Class Preparation (Reading and Quizzes)	Pitches and Assumptions (2)	Entity Bot, Regulation Bot,

7	Mar 4	Financial Management - Importance of financial discipline - Basic financial statements (P&L, Balance Sheet, Cash Flow) - Key performance metrics - Budgeting, managing cash flow - Tracking revenues, costs and margins	Class Preparation (Reading and Quizzes)	Project (Business Plan and Financial Plan)	Common size to financial statement Bot, Benchmark bot, Finance Bot
8	Mar 11	- Developing growth and profitability financial projections - Revenue drivers and assumptions - Fixed vs. variable costs - Gross/operating/net margins - Building integrated financial statement projections - Scenario Analysis - Best/worst/expected case scenarios - Sensitivity analysis on key variables - Operational Metrics and KPIs - Unit economics – Customer acquisition cost - Lifetime value - Burn rate/runway - Using projections in planning - Cashflow management - Identifying capital requirements - Establishing milestones and targets - Monitoring Real-World Performance - Analyzing variance - Reforecasting - Adapting plans as needed	Class Preparation (Reading and Quizzes)		Common size to financial statement Bot, Benchmark bot, Finance Bot
9	Mar 18	Spring Break			
10	March 25	Strategies for Achieving Hypergrowth - Definition of Hypergrowth - Metrics used to qualify hypergrowth - Thresholds companies aim to exceed - Unique Challenges - Scaling capacity quickly enough - Maintaining culture with rapid hiring - Changing leadership roles required	Class Preparation (Reading and Quizzes)		Hypergrowth Bot, Traction Gap,
11	April 1	Legal Protection - Important legal formations and structures - Contracts, IP protection overview - Regulatory considerations			IP Bot, Cyber Security Bot

12	April 8	Pitching and Fundraising - Crafting a startup pitch deck - Sources of funding - Handling investor meetings			Pitch bot
13	April 15	Go-to-Market Strategies - Market entry considerations - Setting a marketing budget - Launch planning			Compare Bot
14	April 22	Scaling Your Venture - Barriers to scaling - Expansion approaches - Franchising vs company owned units		Pitches and Assumptions (3)	Franchise Bot
15	April 29	Solicitation plan and financial assumption refinement and pitch day		Pitches and Assumptions (4)	Solicitation Plan Bot
16	May 6	Final submission of solicitation plan and financial assumptions.			

Deliverables

Deliverables	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		1,000

Business Model Generation Presentation (Individual)

In this assignment students will be required to produce an expanded version of a business model canvas. This version of the business model canvas should demonstrate defensible assumptions, demonstrate a point of view towards the business being created, as well as an attempt to create a unique category (To be explained in class).

Pitches and Assumptions (4 @ 50 points each)

Each student will be required to pitch their business idea four different times during the class. The pitch will be 10 to 15 minutes long. Each student will be presented with an outline to follow to help guide them through the elements that they need to touch on their pitch. The assumption is that each student will improve with each round of pitching. Students will be required to be able to back up all their assertions with assumptions that draw not only on their own knowledge and skills but on 3rd party information that is citable or accounts from current business owners.

Project (Business Plan and Financial Plan)

Objective

The core objective is to research, analyze, write, and present a “real world” Business Plan:

1. Use the templates given to you in class and you’re reading.
2. Present and provide a business plan for a real business idea.

Students are expected to have the hands-on experience that an entrepreneur goes through, and to apply the learning and insights gained in the classroom. I recommend that you choose a product/idea/business that you really like since you are going to be researching and working extensively with it. I reserve the right to reject a selected topic.

The project should be also used as an opportunity to build upon “soft” skills that will always be useful in different aspects of your future career, such as:

- Coachability
- Giving and receiving criticism constructively
- using effective feedback
- speaking in public
- writing effectively

Final Report/Business Plan

The final business plan will consist of a narrative called a solicitation plan as well as your Performance financial statements which will include a balance sheet, profit loss, and a statement of cash flows as well as an analysis demonstrating that your business is scalable and that these financials connect to your marketing and sales assumptions. Templates will be provided to you as well as tools to develop this plan. Our class exercises will be heavily based on the development and practice required to produce your projects. You will consider each of your efforts, commitment to the success of the project, and contribution to the results, critical thinking, availability, dependability to get the work completed on time.

- Please upload the presentation and business plan to Canvas.

Guest Speakers (if applicable)

To achieve the objectives outlined early in the Syllabus, I have invited several accomplished speakers who will share their experience in each of their industries. The speakers have provided me with tentative dates. Final dates will be confirmed via Blackboard/ classroom. I expect the students to research the speaker's company ahead of time and be able to formulate thoughtful questions that will enrich our learning.

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 be 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