



Channel Islands  
CALIFORNIA STATE UNIVERSITY



MARTIN V. SMITH  
SCHOOL of  
BUSINESS &  
ECONOMICS

## **BUS 560 – The Entrepreneurial Manager**

<b>Instructor:</b>	Drew Foley, PhD
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<b>Phone:</b>	805-334-0007
<b>Course Meetings:</b>	Weekly by arrangement
<b>Location:</b>	Virtual (Zoom)
<b>Zoom:</b>	<a href="https://csuci.zoom.us/my/dfoley">https://csuci.zoom.us/my/dfoley</a>
<b>Office Hours:</b>	Thursdays, 5:30 to 6:30 PM MVS Hall, Room 1171

### Course Description:

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

### Required Materials:

Harvard Business Review Entrepreneur's Handbook: Everything You Need to Launch and Grow Your Business

Material may be purchased and downloaded from Harvard Business Publishing at the following link:

CoursePack: <https://hbsp.harvard.edu/import/1137582>

## Student Learning Outcomes:

By the successful completion of this course, you will be able to:

1. Describe the function of management in an entrepreneurial venture
2. Prepare and present a small business plan
3. Provide a detailed analysis of competitors and the industry
4. Develop entrepreneurial solutions to small business challenges

## Course Structure:

- This is a course that takes a project-based approach to apply learning to real world business scenarios
- The course includes **weekly meetings** to be arranged and conducted virtually using Zoom
- The course is organized around three primary topics
  - Market Opportunity
  - Business Plan Development
  - Market Launch Plan
- Following the structure of a small business plan from the [sba.gov](https://www.sba.gov) web site, students will draft a small business plan and will incorporate revisions based upon feedback provided for each draft section

## Assignment Categories.

### **Weekly Readings**

Readings from the Harvard Business Review Entrepreneur's Handbook

### **Market Opportunity Development (150 points)**

Students will conduct research to develop an original business idea.

Market Opportunity (50 points)	due February 12
Business Model Canvas (50 points)	due February 26
Market Launch Plan (50 points)	due March 11

### **Business Plan (250 pts)**

Students will prepare and present an original Business Plan.

The Business Plan (150 points)	due April 22
The Business Plan presentation (100 points)	due April 29

### **Personal Reflection (100 pts)**

Students will complete a final personal reflection paper due May 6

## Grading Breakdown

Letter Grade	Percentage	Points
A	93 – 100%	465 - 500
A-	90 – 92%	450 - 464
B+	87 – 89%	435 – 449
B	83 – 86%	415 – 434
B-	80 – 82%	400 – 414
C+	77 – 79%	385 – 399
C	73 – 76%	365 – 384
C-	70 – 72%	350 – 364
D	60 – 69%	300 – 349
F	0 – 59%	0 – 299

## Course Policies:

### Late Work

Late work is accepted. The rubric for most assignments includes points for on-time submission. Assignments submitted after the due date can earn points based upon the number of days after the initial due date.

### Academic Integrity

All assignments are to be the work of the student or students presenting the material and only those students.

Any use of wording, ideas, or findings of other persons, writers, or researchers requires the explicit citation of the source. Use of the exact wording requires a quotation format.

Course Outline			
Week	Date	Topic	Assignments
1	Jan. 22	<u>Course Overview</u> Syllabus review	
2	Jan. 29	Identifying Market Opportunity	
3	Feb. 5	<a href="#">COSTAR Model</a>	
4	Feb. 12	Competitive Strategy	<a href="#">Market Opportunity</a>
5	Feb. 19	<a href="#">Business Model Canvas</a>	
6	Feb. 26	Bringing Products to Market	<a href="#">Business Model Canvas</a>
7	Mar. 4	<a href="#">Market Launch Plan</a>	
8	Mar. 11	Preparing for the Journey	<a href="#">Market Launch Plan</a>
	Mar. 18	<i>Spring Break</i>	

9	Mar. 25	Business Plan format	
10	Apr. 1	Market Analysis	
11	Apr. 8	Service / Product Line	
12	Apr. 15	Funding and Financial Projections	
13	Apr. 22	Finalizing the Work Product	Business Plan
14	Apr. 29	Business Plan Presentation	Presentation
15	May 6	Course Wrap-Up	Personal Reflection

## Additional Resources

### **Digitally Accessible Course Materials--ALLY**

CSUCI is committed to providing you with the best learning experience possible. With this goal, we have activated ALLY in your Canvas courses. ALLY is a product that focuses on making digital course content more accessible to all students. You will now be able to [download most course files in the format that fits best with your learning needs](#); PDF, HTML, .EPUB and Audio files are now available for most content items. To learn more about formats available as well as what each format offers visit [Ally Support](#). Should you have any questions or experience issues while using ALLY, please contact [Shared Services Solution Center](#) at (805) 437-8552.

### **Emergency Intervention and Basic Needs**

If you or someone you know is experiencing unforeseen or catastrophic financial issues, skipping meals, or experiencing homelessness/housing insecurity (e.g. sleeping in a car, couch surfing, staying with friends), please know that you are not alone. There are resources on campus that may assist you during this time. The Dolphin Pantry is currently located in Arroyo Hall and offers free food, toiletries, and basic necessities for current CI students. For additional assistance, please contact the Dean of Students office at (805) 437-8512 or visit Bell Tower 2565. Please visit the website for the most up-to-date information on the Basic Needs Program at CI: <https://www.csuci.edu/basicneeds/>.

### **Counseling and Psychological Services (CAPS)**

CAPS is pleased to provide a wide range of services to assist students in achieving their academic and personal goals. Services include confidential short-term counseling, crisis intervention, psychiatric consultation, and 24/7 phone and text support. CAPS is located in Bell Tower East, 1867, and can be reached at 805-437-2088 (select option 2 on voicemail for 24/7 crisis support; or text "Hello" to 741741); you can also email us at [caps@csuci.edu](mailto:caps@csuci.edu) or visit <https://www.csuci.edu/caps>.

## Campus Tutoring Services

You are encouraged to make early and regular use of campus tutors and/or peer-led study groups. For campus tutoring locations, subjects and hours, visit the [Tutoring webpage](#).

## Policies

### Disability Statement

If you are a student with a disability requesting reasonable accommodations in this course, please visit Disability Accommodations and Support Services (DASS) located on the second floor of Arroyo Hall, or call 805-437-3331. All requests for reasonable accommodations require registration with DASS in advance of needed services. You can [apply for DASS services](#). Faculty, students, and DASS will work together regarding classroom accommodations. You are encouraged to discuss approved accommodations with your faculty.

### Academic Dishonesty

By enrolling at CSU Channel Islands, students are responsible for upholding the University's policies and the Student Conduct Code. Academic integrity and scholarship are values of the institution that ensure respect for the academic reputation of the University, students, faculty, and staff. Cheating, plagiarism, unauthorized collaboration with another student, knowingly furnishing false information to the University, buying, selling, or stealing any material for an examination, or substituting for another person may be considered violations of the [Student Conduct Code](#). If a student is found responsible for committing an act of academic dishonesty in this course, the student may receive academic penalties including a failing grade on an assignment or in the course, and a disciplinary referral will be made and submitted to the Dean of Students office. For additional information, please see the faculty [Academic Senate Policy on Academic Dishonesty](#), also in the CI Catalog.



## **Title IX and Inclusion**

Title IX & Inclusion manages the University's equal opportunity compliance, including the areas of affirmative action and Title IX. Title IX & Inclusion also oversees the campus' response to the University's nondiscrimination policies. CSU Channel Islands prohibits discrimination and harassment of any kind on the basis of a protected status (i.e., age, disability, gender, genetic information, gender identity, gender expression, marital status, medical condition, nationality, race or ethnicity, religion or religious creed, sexual orientation, and Veteran or Military Status). This prohibition on harassment includes sexual harassment, as well as sexual misconduct, dating and domestic violence, and stalking. For more information regarding CSU Channel Islands' commitment to diversity and inclusion or to report a potential violation, please contact Title IX & Inclusion at 805.437.2077 or visit <https://www.csuci.edu/titleix/>.