

Course:

BUS 560: Entrepreneurial Manager

Class:

Classroom **Location:** Bell Tower 1688

Class Times: Thursday, 6:30 PM – 9:30 PM

Instructor: Dr. Ray Bowman, PhD, Instructor, Business Department

Email: raymond.bowman@csuci.edu

Phone: 805-612-0859 (please text me for immediate Help)

Office Extension:

Office Location: MVS 1171

Office

Thursday: 5:00 PM – 6:00 PM (before class)

Available by appointment or after class if needed

Instructor Communication Policy:

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

THIS SYLLABUS IS SUBJECT TO CHANGE. I WILL DO MY BEST TO NOTIFY YOU IN ADVANCE.

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
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 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	Subject Area	Required Readings	Assignment Deliverable	Other Activities/Readings
1	Overview, Syllabus Review, Intro to Entrepreneurship, Business Plan Model, Managing Risk	Class Preparation (Reading and Quizzes)	Class Participation (individual)	-
2	Business Survival Exercise, Thinking, Sensing	Ideation, Business Design Market	Class Preparation (Reading and Quizzes)	Class Participation (individual)
3	Research, Ansoff Matrix, SWOT, Competitor Analysis, Go-to-Market Strategy	Class Preparation (Reading and Quizzes)	Pitches and Assumptions (0)	Value Stream Bot, SWOT Exercise
4	Business Modeling, Business Ecosystem, Financial Modeling	Class Preparation (Reading and Quizzes)	Pitches and Assumptions (1)	Business Model Canvas Bot
5	Digital Marketing Strategies, Sales Process, PR and Content Marketing	Class Preparation (Reading and Quizzes)	Business Model	E-commerce bot, Pipeline Bot

6	Legal Protection, Contracts, IP Overview, Regulatory Considerations	Class Preparation (Reading and Quizzes)	Pitches and Assumptions (2)	Entity Bot, Regulation Bot
7	Financial Management, Financial Statements, Key Metrics, Cash Flow Management	Class Preparation (Reading and Quizzes)	Project (Business Plan and Financial Plan)	Finance Bot, Benchmark bot
8	Financial Projections, Sensitivity Analysis, Scenario Analysis	Class Preparation (Reading and Quizzes)	-	Finance Bot
9	No class meeting	-	-	-
10	Strategies for Achieving Hypergrowth	Class Preparation (Reading and Quizzes)	-	Hypergrowth Bot
11	Legal Protection Review	-	-	IP Bot, Cyber Security Bot
12	Pitching and Fundraising	-	-	Pitch Bot
13	Go-to-Market Strategies, Launch Planning	-	-	Compare Bot
14	Scaling Your Venture	-	Pitches and Assumptions (3)	Franchise Bot
15	Solicitation Plan & Financial Assumption Refinement, Pitch Day	-	Pitches and Assumptions (4)	Solicitation Plan Bot

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

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.

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.

Attendance and Participation Policy

If your syllabus includes an attendance policy, please add this language:

For absences with extenuating circumstances related to a medical condition or disability for which you may require reasonable accommodation, please refer to the Disability Statement.

Class Recording Policy

Students may not record (audio or video) in this class except in accordance with approved ADA accommodations. Any recordings made in connection with a disability accommodation are for the student's personal academic use only and may not be distributed in any manner to any other individual. CFA additional note to faculty: You may feel otherwise and take a different position. In fairness, your students should understand and know your position, as they may be recorded if someone else allows them to record a class session.

Resources for Students of All Abilities

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.

Campus Public Health Requirements

County Department of Public Health to promote safety during the COVID-19 pandemic for CSUCI students, employees, and visitors on the campus, to help prevent and protect themselves and others from the spread of the virus. Students are required to adhere to all health and safety requirements outlined on the University's website regarding COVID-19, including wearing masks properly during each class session. Failure to do so may result in removal from the classroom and, in keeping with CSU policy, the student may also be denied access to campus/programs.

Civil Discourse

It is recommended that you include information on your syllabus as to appropriate communication in your course (i.e., cell phones/laptops, email policy, participation requirements, etc.). Please review Ch. 7 and 9 in the Recognize & Refer Handbook for more information and ideas on how to respond to disruptive behavior. *You may wish to include the following statement:* "All students, staff, and faculty on our campus are expected to join in making our campus a safe space for communication and civil discourse. If you are experiencing discomfort related to the language you are hearing or seeing on campus (in or out of classes), please talk with a trusted faculty or staff member. Similarly, please consider whether the language that you are using (in person or on Canvas) respects the rights of others to "engage in informed discourse and express a diversity of opinions freely and in a civil manner" (language from Academic Senate Resolution SR 16-01, Commitment to Equity, Inclusion, and Civil Discourse within our Diverse Campus Community). In addition, students whose conduct adversely affects the learning environment in this classroom may be subject to disciplinary action. Students that disrupt this course may receive a verbal and written warning from the instructor, they may be excused from the class for the day, they may be excused from the class for up to one class period, and/or they may be referred to the Dean of Students office for further review and possible disciplinary action."

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 refer to [CSUCI's Academic Dishonesty Policy](#).

Please detail your expectations regarding academic dishonesty in this course if they are unclear i.e. "All written assignments will be screened using via Turnitin or some other plagiarism detection services that compare the work against a large database of past work."

Additional Student Resources

- ***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 or visit our website at <https://www.csuci.edu/caps>.

- ***Writing & Multiliteracy Center***

The Writing and Multiliteracy Center (WMC) provides all CI students with FREE online support services and programs that help them become more effective writers and communicators.

WMC peer consultants help students at any stage of the composition process in any discipline for writing or speaking (such as online slideshow presentations). Students are also welcome to bring in other types of non-academic or creative work. WMC professional consultants are CI faculty who can help students working on graduate-level writing or personal and research statements required for graduate school applications. WMC tutors can also help those who want to talk about or wish to learn new skills in speaking in academic or online contexts.

Students can drop in for a 30 min tutorial session or ask for one-hour sessions for longer projects. Make an appointment by visiting <http://www.csuci.edu/wmc>.

- ***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/>.

- ***Preferred Pronouns***

Students have the option to update their chosen/preferred name, pronouns, and gender identity through their myCI portal, within CI Records. Additionally, students may request to change their email address to match their chosen name. Click the menu items below for more details. Visit the [Registrar's Gender Identity and Pronouns](#) page for instructions.

- ***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, go to: <http://go.csuci.edu/tutoring>.

- ***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 [ITS Solution Center](#) at (805) 437-8552.

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