

**California State University Channel Islands**  
**MGT 325-03/04 Entrepreneurial Management**  
**Course Syllabus**

Instructor:	Michael Seay
Class Meetings: MGT 325-03	Tues.: 6:00 PM – 8:50 PM @Broome Lib 1360
MGT 325-04	Wed.: 6:00 PM – 8:50 PM @Bell Tower 2572
Office Hours:	Tues/Wed: 4:30 PM – 5:45 PM @ Sage 2152
	Or by appointment or after class if needed
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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

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 and as a group the group 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:**

**Textbook: Entrepreneurship: Starting and Operating a Small Business, 4<sup>th</sup>**

**Authors: Mariotti and Glakin**

Hardbound Text: ISBN-10: 0133934454 • ISBN-13: 9780133934458,

**Textbook: Business Model Generation, Authors: Osterwalder and Pigneur**

Hardbound Text: ISBN-10: 978-81-265-3367-1

**Please check Amazon or other sources (look for the loose leaf)**

**Optional reading**

- Flipboard App (subscribe to business pages, i.e. HBR) and business articles

**Grading:**

Class Participation (individual)	100
Current Event (individual)	100
(4) Essay	200
Business Model Generation (group)	100
Team Project (group)	<u>500</u>
Total Points Available	1,000

**Grading related issues**

Final grade will be calculated on the weighted value of all components. Final grades will be given on the basis of the guidelines provided by school. The professor reserves the right to change the method for determining course evaluation at any time.

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	

Other than exams, I take the following approach to evaluating both oral and written work (including class participation and online discussions).

<b>My notation</b>	<b>Grade range</b>	<b>Quality</b>
√+ (“check +”)	A to B+	Easy to read/follow; shows deep critical thinking and connects to course material; a logical, easy to read structure; no major grammatical errors
√ (“check”)	B to C	Professional; solid structure; shows some critical thinking; minor grammatical errors
√- (“check -”)	D and below	Unprofessional; inconsistent; poorly structured; little or no critical thinking or link to course material; numerous grammatical errors

**WE WILL BE USING CANVAS AND NOT BLACKBOARD!**



## **Class participation and attendance**

You are expected to come to class with the assigned readings completed and fully prepared to participate in the discussion. Grading for this section will be based on **attendance, preparedness, your contributions** toward advancing class discussion, and generally fostering learning among peers.

**\*A requirement for a good participation grade is to meet with me in my office at least once during office hours.**

Only one undocumented absence will be allowed during the semester. Each additional undocumented absence will result in a deduction from your class participation final grade.

### **Current Events Presentation (Individual)**

The purpose of this requirement will be to showcase your knowledge of a current event topic from a journal, magazine, Internet article, etc. **that is related to the course content, i.e entrepreneurship.**

You will be required to present the material and lead a meaningful discussion on the topic. You are required to use PowerPoint/Prezi, handouts and/or any aides you may need to explain and lead this discussion. This should last between 5-10 minutes.

**You are required to turn in a printed copy of your presentation to me when you present.**

### **Business Model Generation Presentation (Group)**

This is by assignment for a section of the Business Model Generation book. Each team will be assigned a topic and section of the book to present to the rest of the class. **You are required to read the entire book before the presentations in the class.**

You will be required to present the material and lead a meaningful discussion on the topic assigned to your group. You are required to use PowerPoint/Prezi, handouts and/or any aides you may need to explain and lead this discussion. This should last between 10-20 minutes.

**Please turn in to me a printed copy of the presentation the day of the presentation and upload a copy to Canvas.**

### **Essay Exams**

The format will be essay. No make-up exams will be given. Essay exams may be in class or posted online.

## Team Projects: The Business Plan (Group)

### 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 the book
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

- team building
- running effective meetings
- developing leadership skills
- using effective feedback
- speaking in public
- writing effectively

Team Size: Teams will be self-formed of 3-4 students per team with my approval. I will expect an email from a representative of each team letting me know who is on the team. Try to get a good balance of backgrounds and skill sets amongst your teammates. Make sure you have a “numbers” person on your team.

### Deliverables

Deliverables will be submitted at the beginning of the class that they are due, except the team composition. Please submit printed documents with your team name and individual team member names shown prominently.

### **Details of each deliverable will be discussed in class.**

Team Project deliverables are identified on the Tentative Schedule Section in this syllabus with the initials TP. The Final Deliverable’s grade will be adjusted based on peer-review.

Peer reviews are required and can be found on Canvas. These are required and need to be turned in with the final presentation.

### Elevator Speeches

All team members will be required at some point to present an “elevator speech.” There will be a post on format and guidelines for the “elevator speeches”



	<b>Deliverables</b>	<b>Due Date</b>	<b>Points</b>
0	<b>0.a Team Proposal:</b> Team <b>members &amp; team coordinator</b> (names, emails and phones). Get a catchy team name, submit team name, members and coordinator by end of class (in class time to complete task.) Team Pictures	<b>See Schedule</b>	0
	<b>Elevator Speeches (4)</b> 25pts each	<b>See Schedule</b>	100
1.	<b>First Deliverable: Business Idea Selection:</b> 1 page with overview of chosen company or topic.	<b>See Schedule</b>	0
2.	<b>Second Deliverable:</b> Business Model Generation Worksheet, turn in a business model generation worksheet from your product idea	<b>See Schedule</b>	50
3.	<b>Third Deliverable:</b> Feasibility Analysis, Use the “Full Feasibility Document” for a template	<b>See Schedule</b>	50
4.	<b>Final Report :</b> Word Document <u>approx. 25 pages</u> )	<b>See Schedule</b>	150
5.1	<b>Presentation:</b> Powerpoint or Prezi	<b>See Schedule</b>	150

### Final Presentation

The team will present their business plan in front of the class on the day assigned. Oral presentation should not be longer than 15 minutes. All team members are expected to speak in the presentation. After the presentation a 5 minute Q&A will be opened. **Please turn in to me a printed copy of the presentation and upload to Canvas.**

### Final Report

The Business Plan will include a Word document, no more than 25 pages long plus the Executive Summary plus any additional exhibits. After the final presentation each team member will grade each of his/her team members. The objective is to evaluate your teammates' work. You will consider each of your teammate's efforts, commitment to the success of the project, and contribution to the final results, critical thinking, availability, dependability to get their work completed on time, assistance to other team members, conflict mediation and any other variables you believe were critical during the semester for a successful outcome.

Your final grade for the Final Report will be adjusted with your peers' score.

**Please turn in to me a printed copy of the presentation, business plan and the peer reviews from each team member.**

**Please upload the presentation and business plan to Canvas.**



## TENTATIVE SCHEDULE

## Legend:

- E: Entrepreneurship Textbook
- BMG: Business Model Generation Book
- TP: Team Project

	Tues./ Wed.	SUBJECT AREA	REQUIRED READINGS	ASSIGNMENT/ DELIVERABLE	OTHER ACTIVITIES/ READINGS
1	8/29 8/30	Overview and Syllabus Review, Intro to Entrepreneurship, Bus Plan	E: (Ch. 1)	TP: overview/ Choose Teams	Sign ups for Current Events (CE) and Business Model Presentations (BMP), Idea Generation worksheet
2	9/5 9/6	Business Model Generation Covey's Time Management	E: (Ch. 2) BMG	TP: Use class time to work on presentations for next week, BMG, work on 1 <sup>st</sup> Deliverable	Shark Tank/ The Profit
3	9/12 9/13	<b>BMG Presentations</b>		<b>BMG Presentations</b>	
4	9/19 9/20	Business Opportunity Matrix Swatch Group Analysis SWOT Analysis Lean Canvas PPT		CE:	Food Truck Exercise
5	9/26 9/27	Porter's 5 Forces Marketing Kotler Slides EOU	E: (Ch. 3)	CE: TP: 1 <sup>st</sup> Deliverable due! <b>Essay Test # 1 (Swatch Case)</b>	Shark Tank/ The Profit
6	10/3 10/4	Feasibility Analysis Marketing	E: (Ch. 4,5)	CE: <b>Essay Test # 2</b>	Feasibility Document and template Bootstrapping Article
7	10/10 10/11	Financing Strategies Crowdfunding	E: (Ch. 10)	CE: TP: 2 <sup>nd</sup> Deliverable Due! Business Model Generation worksheet TP: Elevator Speech #1	
8	10/17 10/18	Feasibility Analysis		<b>Essay Test # 3</b>	Guest Speaker:
9	10/24 10/25	Start-up costs Financial Statements	E: (Ch. 7)	CE: TP: Elevator Speech #2 TP: 3 <sup>rd</sup> Deliverable Due! Feasibility Analysis	
10	10/31 11/1	Financial Statements	E: (Ch. 8,9)	CE:	Cookie Jar Exercise
11	11/7 11/8	Legal and Risk Management, Insurance, Intellectual Property, Operations	E: (Ch. 11) E: (Ch. 12)	CE: TP: Elevator Speech #3 <b>Essay Test # 4</b>	Business Entity Exercise
12	11/14 11/15	Management, HR and Ethics Resumes and Interviews Presentation Review	E: (Ch. 13)	CE: TP: Elevator Speech #4	
13	11/21 11/22	<b>THANKSGIVING WEEK</b>			Work on Business Plan!
14	11/28 11/29	Business Plan Review			Meet in class, time slots TBD
15	12/5 12/6	Business Plan Presentations <b>FINAL @ 6:00PM</b>		TP: Presentations + Final Report Due	
16	12/12 12/13	Business Plan Presentations <b>FINAL @ 7:00PM</b>		TP: Presentations + Final Report Due	

## Guest Speakers

In order 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.

### In- Class Protocol:

**No Cell phones/No Texting:** As a rule, the phone needs to be turned off and not on your desk. Do not answer cell phone calls/texts during class. If you need to receive an urgent text or call during class, please set your phone on silent mode, notify me before class you are expecting a call and take the call/text outside. Frequent interruptions will hurt your participation grade. Note: **Texting during class is not allowed and you will be dismissed from the class period if texting.** No exceptions.

### No late quizzes/assignments/tests:

Quizzes, tests and assignments will not be accepted late. Papers are submitted in Canvas or hard copy (if requested) 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. There are no makeups for the BMG or Business Plan/Presentation on Finals day.

**Note about Final & BMG Presentations: These are mandatory classes. There will be no makeup. If you miss the class day that the Exams or Presentations are given, you will get an "F" for the Exam or Project.** (You will only be excused due to urgent situations with proof, i.e. medical emergency, etc. and you are required to contact me via my cell phone 805-377-5786 as soon as possible.)

**Laptops:** Are closed after the first 10 minutes of class period unless otherwise advised. It is recommended you bring paper to class for notes. There are exceptions toward the end of the semester when you meet with your teams, and will be noted in class. If you have an e-textbook, please make arrangements with me individually to arrange special seating. I will advise you when you can have open laptop if you have a digital e-textbook.

**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 should be APA style. **I do not accept hand written assignments.**

**Leaving Class Early:** If you must leave class early, please inform me **before** class. Arriving late or leaving early more than a few times will affect your participation grade. Please do not leave early on the days of Final Project presentations or you will be penalized. You are not allowed to leave class during an exam until you are finished.

**Contacting the Professor:** The best way to reach me is my *CSUCI email*: [michael.seay@csuci.edu](mailto:michael.seay@csuci.edu)—although, sometimes it may take up to 48 hours to reply. For truly urgent matters text or phone (805-377-5786). **Please state your name and which class you are in.**





**Accessing Course Materials:** Please monitor Canvas frequently for assignments, quizzes and documents. Please check your CSUCI email regularly for correspondence.

**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.

### **Cheating, Plagiarism and Other Forms of 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 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.

### **Final Thoughts:**

**“Good fortune is what happens when opportunity meets with planning.”**

**Thomas Edison 1847-1931**

**“I am a great believer of luck, and I find the harder I work, the more I have of it.”**

**Thomas Jefferson, 2<sup>nd</sup> President 1743-1826**

**“Never confuse activity with achievement.”**

**John Wooden, 1910-2010**