**California State University Channel Islands**

**Management 325, Entrepreneurial Management (3) Spring 2020**

**Professor:** Ray Bowman **Office:** Sage Hall

**Office Hours:** Tuesday 5:00 - 5:45 **Phone:** (805) 612-0859

**or text: 805:612-0859 Classroom:** Bell Tower 1642

**Class hours:**

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*Office hours effective from February 4th thru May 12th, 5:00 p.m. to 5:45 p.m. Tuesdays, 2020 or by appointment. All students are strongly encouraged to visit me during my office hours at least once this semester or make an appointment to meet with me at another mutually convenient time and location if my office hours do not work for you.*

**TEXTS**

**Essentials of Entrepreneurship and Small Business Management**, Scarborough, Ninth Edition, Prentice Hall, Copyright 2019.

**COURSE GOALS, DESCRIPTION, LEARNING OBJECTIVES AND OUTLINE**

Program Learning Goals: These are the skills we endeavor to help you build in all MVS courses

1. Critical Thinking

2. Oral Communication

3. Written Communication

4. Collaboration

5. Conduct (Ethics)

6. Competency in Discipline

This course evaluates the necessary qualities and characteristics of the successful entrepreneurial profile. It helps students recognize and determine the steps necessary to open and operate a small business enterprise. It critiques the basic forms of small business ownership and identifies the necessary financial competencies needed by the entrepreneur. It further utilizes information, estimates and projections, logic and critical thinking needed to recognize opportunities and to address small business problems in a multicultural, ethical, legal, and competitive environment.

**INSTRUCTIONAL METHOD, OBJECTIVES**

The course will consist of classroom lectures and discussions and require off campus travel to small business client locations. **Active class participation will be expected of each student**. This course is presented with an entrepreneurs’ point of view including open forum discussions designed to improve the students’ analytical skills and conceptual abilities in small business management theory and practice. **This course is fast moving and assumes the student will stay current on all reading assignments. As a reminder, lectures are business intensive in nature. After completing this course, students should be able to:** 1) Describe the essential elements of small business management, 2) Analyze and present results of traditional business cases, 3) Prepare and give effective oral presentations about small business, and 4) Perform research and write a formal research paper on small business issues or topics.

**GRADING, EXAMINIATIONS AND CASE STUDIES**

There are two exams in the class, one mid-term and a final. Examinations may consist of true/false, multiple-choice and essay questions. The exams cover the text and lectures and may require outside research.

All students will be assigned to a team and each team will determine their own business to propose in an assigned category. Each team will have a Team Leader and Alternate and will (1) actively participate in researching the project, (2) complete the assignment. Each team will consist of 5-6 team members. Each team member will be individually responsible for the following sections:

1. **Market Opportunity, 2. Investment Opportunity, 3. Technical/Product Solution, 4. Business Plan, 5. Business Financials**

Each final project (given out at the beginning of the semester) will be scored using a rubric with 25 areas; the project will be scored on each area. Team members can determine the division of 5 areas for each team member. Each team will advise the instructor as to who will oversee each of the areas (by number). During the final presentation, each team member will be graded individually based on their individual contribution in the presentation and their written assignment based on the 5 areas they are responsible for. The final grade assigned to this project will be equally shared by all team members, therefore, all team members should take FULL responsibility to ensure their submission is of the highest quality.

**Class Project: The project will be graded on the following 5 elements:**

1. USE OF THE TEXTBOOK(S) AND OTHER REFERENCE MATERIALS. Students will be expected to utilize reference materials and any other material lending itself to helping address the case study.
2. ADDITIONAL REASEARCH (e.g., periodicals, books, newspapers, Internet) is required on the case topic. Additional information must include both (1) background information not found in the text (2) updated information on the case (as current as possible).
3. MAKE SPECIFIC POINTS supporting the various recommendations developed for the client company and present them in consultant/client format.
4. The project will also be graded on basic elements of good style that include ***grammar***, ***spelling, double-spacing, numbering pages, and using a proper footnote format***. Papers will be prepared in standard word processing formats double-spaced with 12-font print with one-inch margins and numbered pages. Appropriate formats will be made available to student teams for review and reference**. *Deviation from the above format will result in the lowering of your grade. I have also found that common grammatical and formatting errors are the biggest cause of lower grades!***

**Case projects are due as stated on the syllabus and late papers will receive a 20% penalty and will not be accepted two days after the due date.**

**ORAL CLASS PRESENTATION** should be delivered as follows:

1. Before speaking, the Team Leader will: 1) write team member names on the board, (2) introduce the team, and (3) give a briefing that clearly summarizes the findings relative to the project. The Team Leader will then allow each of the team members to provide an oral presentation on their specific areas of responsibilities.
2. Each team will speak uninterrupted for **TWENTY MINUTES (+/- 30 seconds)**. Twenty minutes is the maximum length of time your team may speak, therefore plan your presentation carefully. I will give you a two-minute warning prior to the conclusion of your twenty-minute presentation and then stop you, if necessary, at the time limit. Your conclusion should include the requested issues raised by the client and finish with your team’s recommendations and plan of action. Plan your time carefully (I strongly suggest that you rehearse). **YOU WILL LOSE ONE GRADE FOR PRESENTATIONS THAT DO NOT MEET THE MINIMUM OF EIGHTEEN (18) MINUTES OR EXCEED THE TWENTY MINUTE TIME LIMIT. STUDENTS WILL NOT BE PERMITTED TO USE NOTES OR OTHER VISUAL MATERIAL WHILE MAKING PRESENTATIONS.**

In this twenty-minute presentation, I expect the students to present a lively convincing delivery focused on the central issue(s) dealing with the case assigned. Provide a presentation BASED ON YOUR RESEARCH AND WHAT YOU HAVE LEARNED AND RECOMMENDATIONS YOU HAVE MADE. MAKE SURE YOUR PRESENTATION ANSWERS ALL 25 AREAS.

1. AGAIN, DO NOT READ YOUR PRESENTATION OR EXPECT TO RELY ON NOTES, **NOTES ARE NOT PERMITTED!** Prepare yourself to speak extemporaneously. Remember that good speakers make considerable eye contact with their audience. Speak clearly and loudly enough so that the person furthest away can hear you.

Important: Since this assignment is intended to simulate an executive activity, you should plan to dress as if you were going to a job interview.

1. After the presentations, there may be an informal question-and-answer session with the class in which everyone is invited to ask questions or express their views.

**Course Grades: Final grades will be determined by cumulative achievement on the following items:**

Midterm 30%

Class Participation/Assignments 10%

Class Project (Presentation and Paper, 25 points each) 30%

Final Exam 30%

**No provision is made for the make-up of exams,** I feel it is unfair to the students who take them when scheduled. However, I will allow a make-up if a student can evidence that attendance was impossible. This absence must be properly documented, **and prior approval is required.**  In no case will a student be allowed to take more than one make-up exam per course. The only available date to take an approved make-up is during one of the last three class meetings of the class. This date must be pre-approved by the instructor.

**YOU MUST TAKE YOUR FINAL EXAM AT THE DATE AND TIME DESIGNATED FOR THIS CLASS! ABSOLUTELY NO EXCEPTIONS! PLEASE DO NOT EVEN ASK.**

**Academic Dishonesty. The Business Program requires that students engaging in academic dishonesty receive a grade of F. In addition, Department policy requires that all individuals engaging in academic dishonesty be reported to the Vice President, Student Affairs and the Vice President of Academic Affairs.**

Academic dishonesty takes place whenever a student attempts to take credit for work that is not his/her own or violates test-taking rules. Examples of academic dishonesty during test taking include looking at the work of other students, passing answers among student(s) or using unauthorized notes. When students sitting next to each other have identical answers, or have made the same mistakes, this is an indication of academic dishonesty. Examples of academic dishonesty on out-of-class projects include submitting the work of others or quoting directly from published material without referencing the source. If you have any questions about the proper use of outside sources, consult with your professor.

While course grades will be affected somewhat by a class curve, the following scale should serve as an **approximate** guide. I do not use –/+ in final letter grades:

90% - 100% A 70% - 79% C 0% - 60% F

80% - 89% B 60% - 69% D

**Class Participation**: The grade for class participation is based on the subjective assessment of the instructor as well as the submission of homework. Components of this grade include attendance (meaning being on time) and the entire range of behaviors which affect and contribute to class sessions. This grade will be on a subjective 4-point scale. Participation is considered verbal contributions students make on their own, you will ONLY receive class participation credit when YOU volunteer information and NOT when I call upon you. Active class participation is expected of all.

**The matrix below will serve as a primary guide to grading all written materials submitted as part of the requirements for this course:**

|  |  |  |
| --- | --- | --- |
| **Grade Range** | **Quality of Writing** | **Quality of Analysis** |
| A-B | Well written from beginning to end; the ideas are well organized and there are smooth transitions throughout the report. A pleasure to read. | Excellent analysis and integration throughout the report. |
| C-B | Generally good, but a few grammatical and syntactical errors scattered throughout the report | Good analysis with good integration throughout the report. |
| D-C | Quality is inconsistent; some portions of the report are well written, others are poor. | There is some analysis, but the analysis contains inconsistencies. |
| D-below | Poorly structured, with numerous grammatical and syntactical errors throughout the report. | Little or no analysis and flecked with inconsistent statements throughout the report. |

**CSUCI Disability Statement:**

***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*.**

**SCHEDULE OF TOPICS, READINGS ASSIGNMENTS, AND CASES**

**This syllabus is subject to change at the discretion of the instructor.**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Meeting Number** | **Date** | **Chapter** | **Topic (Reading assignment for class)** | **Class Exercise** | **Notes** |
| 1 | 1/28 |  | Student introductions and a review of class objectives and assignments. A discussion of the syllabus. |  | \*At the conclusion of each chapter every student will complete and submit a one-page response to the chapter question of their choice. |
| 1 | 1/28 |  | Complete introductions and discuss class expectations. | Puzzles and Quilts | Quizzes are possible for any chapter where reading is due. |
| 2 | 2/4 | Chapter 1 | The Foundations of Entrepreneurship |  | \*As above. |
| 2 | 2/4 | Chapter 2 | Ethics and Social Responsibility: Doing the Right Thing | Design Thinking | \*As above. |
| 3 | 2/11 | Chapter 3 | Inside the Entrepreneurial Mind: From Ideas to Reality |  | \*As above. |
| 3 | 2/11 | Chapter 4 | Conducting a Feasibility Analysis and Designing a Business Model | Business Model Canvas | \*As above. |
| 4 | 2/18 |  | Review previous chapters |  |  |
| 4 | 2/18 | Chapter 5 | Crafting a Business Plan and Building a Solid Strategic Plan | 4 Pillars exercise | \*As above. |
| 5 | 2/25 | Chapter 6 | Forms of Business Ownership and Buying an Existing Business |  | \*As above. Refer to LLC handout for more info on LLC’s. |
| 5 | 2/25 | Chapter 7 | Franchising and the Entrepreneur | Valuation Exercise | \*As above. |
| 6 | 3/3 | Chapter 8 | Building a Powerful Bootstrap Marketing Plan |  | \*As above. |
| 6 | 3/3 | Chapter 9 | E-Commerce and the Entrepreneur | Team e-commerce pitches | \*As above. |
| 7 | 3/10 |  | Assign Project Teams and Review Assignment. |  | **Projects Assigned** |
| 7 | 3/10 |  | Review for Mid-Term Exam | Review Midterm and team Handouts |  |
| 8 | 3/17 |  | Mid-Term Exam (consisting of all text chapters covered to date 1-9) |  |  |
| 8 | 3/17. |  | . |  |  |
| 9 | 3/24 |  | No class, Spring break. |  |  |
| 9 | 3/31 | Chapter 10 | Pricing and Credit Strategies. | Pricing Exercise |  |
| 10 | 4/7 | Chapter 11 | Creating a Successful Financial Plan |  | \*As above. |
| 10 | 4/7 |  |  | Financial Model Exercise | \*As above. |
| 11 | 4/14 | Chapter 12 | Managing Cash Flow |  | \*As above. |
| 11 | 4/14 | Chapter 13 | Sources of Financing: Equity and Debt |  | \*As above. |
| 12 | 4/21 | Chapter 14 | Choosing the Right Location and Layout, |  | \*As above. |
| 12 | 4/21 |  | Review previous chapters | Guest Speaker |  |
| 13 | 4/28 | Chapter 15 | Global Aspects of Entrepreneurship |  | \*As above. |
| 13 | 4/28 | Chapter 16 | Building a New Venture Team and Planning for the Next Generation | Guest Speaker | \*As above. |
| 14 | 5/5. |  | Project Development | Guest Consultants |  |
| 14 | 5/5 |  | Project Development | Guest Consultants |  |
| **15** | **5/12** |  | **Completed projects due today. Oral presentations begin.** |  |  |
| 15 | 5/12 |  | Oral Presentations |  |  |
| **16** | **5/19** |  | **Complete Oral Presentations** |  |  |
| **16** | **5/19** |  | **Final Exam Review** |  | **Last Day of Class.** |
|  | **5/26** |  | **Final Exam 1:00-3:00 p.m.** |  |  |

**Tentative class schedule:** Classes will consist of both lecture and class exercises.