California State University Channel Islands

MGT 325-02 Entrepreneurial Management (2152)

Course Syllabus

Instructor: Michael Seay
Class Meetings: Tuesdays: 6:00 PM – 8:45PM @ MVS Ctr 1908
Office Hours: Tuesdays/ Thursdays: 5:00 PM – 6:00PM Sage 2152 or by appt.
E-Mail: michael.seay@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 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 a group project.
Required materials:

**Textbook:** Entrepreneurship: Starting and Operating a Small Business, 4th


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

**Textbook:** Business Model Generation


Optional reading

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

**Grading:**

- Class Participation (individual) 100
- Current Event (individual) 100
- (4) 1 page reviews of a peer reviewed articles assigned by instructor 200
- Business Model Generation (group) 100
- Team Project (group) 500
- 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.

<table>
<thead>
<tr>
<th>Grade</th>
<th>Grade range</th>
<th>Quality</th>
</tr>
</thead>
<tbody>
<tr>
<td>A+</td>
<td>1000-980</td>
<td>A: 979-930</td>
</tr>
<tr>
<td>B+</td>
<td>899-880</td>
<td>B: 879-830</td>
</tr>
<tr>
<td>C+</td>
<td>799-780</td>
<td>C: 779-730</td>
</tr>
<tr>
<td>D</td>
<td>699-600</td>
<td>F: &lt;599</td>
</tr>
</tbody>
</table>

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

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

Only one undocumented absence will be allowed during the semester. Each additional undocumented absence will result in a 10 point penalty 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 10-20 minutes.

You are required to turn in a printed copy of your presentation to me.

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 and upload to MyCI.

4 Two-Page Reviews of Peer Reviewed Articles

You will be required to utilize the 4 peer reviewed articles posted on Blackboard (MiCI) and write a 2-page summary of the article and cite the article in your review. We will discuss in class what a peer-reviewed article is and how to find them. I will provide a list of peer-reviewed journals to you on Blackboard in order.

Please turn in to me a printed copy of the presentation and upload to MyCI.
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

I expect the students to work hard on the project, but also to have fun.

Team Size: Teams will be self-formed of 3-4 students per team. 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 name shown prominently.

Details of each deliverable will be discussed and provided in Blackboard during the semester.

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.
Deliverables
Due Date | Points |
---|---|---|
0 | **0.a Team Proposal:** Team members & team coordinator (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.) | 1/18 | 0 |
Elevator Speeches (4) 25pts each | 3/10, 4/7 4/21, 4/28 | 100 |
1. | **First Deliverable: Business Idea Selection:** 1 page with overview of chosen company or topic. | 2/10 | 25 |
2. | **Second Deliverable:** Feasibility Analysis, Use the “Full Feasibility Document for a template | 3/3 | 75 |
3. | **Final Report**  
Word Document approx. 25 pages | 5/5 | 100 |
3.1 | **Presentation**  
Powerpoint or Prezi | 5/5 | 200 |

**Final Presentation**
The team will present their Executive Summary 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 MyCI.

**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”

**Final Report**
The Final Report 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 in a scale from 0-100%. 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 and upload to MyCI.
## TENTATIVE SCHEDULE

**Legend:**
- E: Entrepreneurship Textbook
- BMG: Business Model Generation Book
- TP: Team Project
- CE: Current Event presentation
- PRA: Peer Review Article

<table>
<thead>
<tr>
<th>DATE</th>
<th>SUBJECT AREA</th>
<th>REQUIRED READINGS</th>
<th>ASSIGNMENT/DELIVERABLE</th>
<th>OTHER ACTIVITIES/READINGS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/18</td>
<td>Overview and Syllabus Review, Intro to Entrepreneurship, Bus Plan</td>
<td>E: (Ch. 1-2)</td>
<td>TP: overview/ Choose Teams</td>
<td>Sign ups for Current Events (CE) and Business Model Presentations (BMP)</td>
</tr>
<tr>
<td>1/27</td>
<td>Business Model Generation</td>
<td>BMG</td>
<td>TP: Use class time to work on presentations for next week, BMG</td>
<td></td>
</tr>
<tr>
<td>2/3</td>
<td>BMG Presentations</td>
<td>BMG Presentations</td>
<td>Article” What makes good business idea?” Inc. magazine</td>
<td></td>
</tr>
<tr>
<td>2/10</td>
<td>Business Opportunity</td>
<td>E: (Ch. 3)</td>
<td>CE:</td>
<td>Shark Tank/ The Profit</td>
</tr>
<tr>
<td>2/17</td>
<td>Porter’s 5 Forces Marketing</td>
<td>E: (Ch. 4,5)</td>
<td>CE:</td>
<td>PRA #1 Due! 5 Forces</td>
</tr>
<tr>
<td>2/24</td>
<td>Feasibility Analysis Marketing</td>
<td>E: (Ch. 2 review, 6)</td>
<td>CE:</td>
<td>MyCI Feasibility Document and template</td>
</tr>
<tr>
<td>3/3</td>
<td>Start-up costs</td>
<td>E: (Ch. 7)</td>
<td>CE:</td>
<td>Feasibility Analysis</td>
</tr>
<tr>
<td>3/10</td>
<td>Financial Statements</td>
<td>E: (Ch. 8,9)</td>
<td>CE:</td>
<td>Shark Tank/ The Profit</td>
</tr>
<tr>
<td>3/17</td>
<td><strong>Spring Break</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3/24</td>
<td>Guest Speaker</td>
<td></td>
<td></td>
<td>Guest Speaker: Dave Murray</td>
</tr>
<tr>
<td>3/31</td>
<td>Financing Strategies</td>
<td>E: (Ch. 10)</td>
<td>CE:</td>
<td>Bootstrapping Article</td>
</tr>
<tr>
<td>4/7</td>
<td>Legal and Risk Management, Insurance</td>
<td>E: (Ch. 11)</td>
<td>CE:</td>
<td>Shark Tank/ The Profit</td>
</tr>
<tr>
<td>4/14</td>
<td>Operations</td>
<td>E: (Ch. 12)</td>
<td>CE:</td>
<td></td>
</tr>
<tr>
<td>4/21</td>
<td>Management, HR and Ethics</td>
<td>E: (Ch. 13)</td>
<td>CE:</td>
<td>Shark Tank/ The Profit</td>
</tr>
<tr>
<td>4/28</td>
<td>Crowdfunding and Intellectual Property Presentation Review</td>
<td></td>
<td>CE:</td>
<td>Crowdfunding of Small Entrepreneurial Ventures</td>
</tr>
<tr>
<td>5/5</td>
<td>Business Plan Presentations</td>
<td></td>
<td>TP: Presentations + Final Report Due</td>
<td></td>
</tr>
<tr>
<td>5/12</td>
<td>Business Plan Presentations</td>
<td></td>
<td></td>
<td>FINAL @ 6:00PM</td>
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</table>
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: Quizizes, 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. There are no makeups for the Final Marketing Plan/Presentation on Finals day.

Note about Final Presentations: These are mandatory classes. There will be no makeup. If you miss the class day that the Exams or Final 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 can be either in the MLA or 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—although, sometimes it may take up to 48 hours to reply. For truly urgent matters phone (805-377-5786). I do not accept texts.
Accessing Course Materials: Please monitor your class Blackboard 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 results 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, 2nd President 1743-1826