



### **Disability Accommodation Policy**

To request academic accommodations for a disability, contact the Director of Disability Services, Plaster Student Union, Suite 405, (417) 836-4192 or (417) 836-6792 (TTY), <http://www.missouristate.edu/disability>. Students are required to provide documentation of disability to Disability Services prior to receiving accommodations. Disability Services refers some types of accommodation requests to the Learning Diagnostic Clinic, which also provides diagnostic testing for learning and psychological disabilities. For information about testing, contact the Director of the Learning Diagnostic Clinic, (417) 836-4787, <http://psychology.missouristate.edu/ldc>.

### **Cell Phone Policy**

The use by students of cell phones, pagers, or similar communication devices during scheduled classes is prohibited. All such devices must be turned off or put in a silent mode and cannot be taken out during class. At the discretion of the instructor, exception to this policy is possible in special circumstances.

### **Procedure for Dropping Class**

It is your responsibility to understand the University's procedure for dropping a class. If you stop attending this class but do not follow proper procedures for dropping the class, you will receive a failing grade and will also be financially obligated to pay for the class. For information about dropping a class or withdrawing from the university contact the Registration Center at 836-4335.

### **Make-up/Late Policy (For exams and out-of-class assignments only)**

Students who miss a unit exam will take the make-up at the end of the semester. The make-up exam will be all essay. Students can only make up one unit exam. An assignment must be turned in at the beginning of class (5 minute time period) to avoid a late penalty. Assignments can always be turned in early if you know that you will be missing class. A late assignment will receive a point deduction of 10-20% depending on the severity of lateness. No assignment will be accepted after 24 hours from when it is due. No make-up is allowed for the business plan presentation.

## **CLASS GRADING REQUIREMENTS**

### **Exams (350 points)**

Students will take 4 unit exams, worth 75-100 points each. Exams may consist of essay, short answer, true false, and multiple choice questions. Exams will cover all reading assignments and all information presented in class.

### **Article Reviews (150)**

Students will be required to read and analyze each article assigned in class. Students will also be expected to participate in class discussions regarding the assigned article and to explain their rationale to the class. Each review is worth 10 points. Further guidelines will be given in class. Failure to turn in an article review will result in a zero. Refer to Late Policy for late penalty assessment.

### **Article Review & Presentation (20 points)**

For one article, students will be required to prepare a review and present their information to the class. Students should be prepared to lead the class in a discussion about the article and be able to explain their review. In other words, students must figure out how to get the class involved in the article discussion process. Each article review/presentation is worth 20 points. **No make-up will be allowed.**

### **Class Participation/Discussion and Peer Evaluation (30 points)**

Students will be required to participate in class discussions and activities. Class participation and discussion points will involve speaking in class regularly about the articles and generating

class discussion during article presentations. Students will also evaluate each group member's participation and effort at the end of the semester. The professor will make the final judgment regarding class participation/discussion. **No make-up will be given for unexcused absences.**

## **Business Plan Project (200 points)**

### **1. Idea Proposal (10 points)**

Students will be required to submit a proposal about their business idea for professor approval. The idea proposal will contain the following: names, business idea, reason for the idea, strengths/weaknesses of the idea, strengths/weaknesses of the owners, and keys to success.

### **2. Rough Draft of Company Description, Industry Analysis, and Products/Services Plan (10 points)**

Students will be required to submit a rough draft of sections three through five of their business plan: the General Company Description, the Industry Analysis, and the Products and Services Plan. Further guidelines will be given in class.

### **3. Rough Draft of Marketing Plan, Operational Plan, and Management Plan (15 points)**

Students will be required to submit a rough draft of sections six through eight of their business plan: the Marketing Plan, the Operations Plan, and the Management Plan. Further guidelines will be given in class.

### **4. Rough Draft of Financial Plan (15 points)**

Students will be required to submit a rough draft of sections nine through ten of their business plan: the Startup Expenses and Capitalization and the Financial Plan. Further guidelines will be given in class.

### **5. Business Plan and Presentation (150 points)**

Students will be required to submit a final version of their business plan and present their findings. The business plan will follow the SBA's format and should contain the following information: title page, table of contents, executive summary, general company description, industry analysis, products and services plan, marketing plan, operational plan, management plan, startup expenses and capitalization, financial plan, and appendices for documents and financial tables referred to in the business plan. For the presentation, PowerPoint must be used. Further guidelines will be given later. Individual student grades for the business plan and presentation may vary based on the professor's assessment of overall quality and student participation.

## **Grading Scale**

The course grading scale is: 90-100% A; 80-89% B; 70-79% C; 60-69% D; below 60% F. Grades will be available through the Blackboard course site at (<http://blackboard.missouristate.edu>).

---

Exams	4 exams	@ 75-100	points (47%) =	350
Article Review	15 analyses	@ 10	points (20%) =	150
Article Review/Presentation	1 presentation	@ 20	points ( 2%) =	20
Class Part./Disc. & Peer Eval.		@ 30	points ( 4%) =	30
Business Plan Project		@ 200	points (27%) =	200
1. Idea Proposal		10	points	
2. RD of Company, Industry, Product/Services		10	points	
3. RD of Marketing, Operational, and Mgt. Plans		15	points	
4. RD of Financial Plan		15	points	
4. Business Plan & Presentation		150	points	

---

**Total Points**

**= 750**

## TENTATIVE CLASS SCHEDULE

Date	Topic	Reading Assignments
January	22	Syllabus-Blackboard/Info. Sheet/Business Plan Project
	24	Business Plan Project
	26-29	<b>Co. Description, Industry Analysis, Products/Services Plan</b> -Idea Proposal Guidelines -Section Content & Research Techniques
	31-2	<b>Business Plan Project</b> -Idea Proposal due by February 2 <sup>nd</sup>
February	5-12	<b>Mastering Entrepreneurship</b> <b>Unit 1</b> -Article Analyses and Presentations -Business Plan Work Day on 9 <sup>th</sup> (1 <sup>st</sup> Rough Draft due 2/21)
	<b>14</b>	<b>UNIT EXAM #1</b>
	16	<b>Marketing Plan, Operational Plan, Management Plan</b> -Section Content & Research Techniques
	19	<i>Presidents' Day Holiday!</i>
	21	<b>Marketing Plan, Operational Plan, Management Plan</b> -1 <sup>st</sup> Rough Draft Due -Section Content & Research Techniques
	23-28	<b>Creating and Launching the Business Venture</b> <b>Unit 2</b> -Article Analyses and Presentations
	2-5	<b>Business Plan Project</b> -2 <sup>nd</sup> Rough Draft due on March 12 <sup>th</sup>
March	<b>7</b>	<b>UNIT EXAM #2</b>
	9-12	<b>Startup Expenses/Capitalization and Financial Plan</b> -Section Content & Research Techniques -2 <sup>nd</sup> Rough Draft due
	14-16	<b>Financing the Venture</b> <b>Unit 3</b> -Article Analyses and Presentations
	19-23	<i>Spring Break!</i>
	26-28	<b>Business Plan Project</b> -3 <sup>rd</sup> Rough Draft due on April 4 <sup>th</sup>
	<b>30</b>	<b>UNIT EXAM #3</b>
April	2-4	<b>Growth/Exit Strategy (optional), Appendices, and References</b> -Section Content & Research/Organization Techniques -3 <sup>rd</sup> Rough Draft due
	6	<i>Spring Holiday!</i>
	9-13	<b>Managing Growth &amp; Creating Harvest Options</b> <b>Unit 4</b> -Article Analyses and Presentations
	16	<b>Business Plan Project</b>
	<b>18</b>	<b>UNIT EXAM #4</b>
	20-25	Business Plan Project Work Days -Finish research and revise business plan sections -Finish remaining sections and prepare presentation material
April-May	27-16	<b>Business Plan Presentations</b>

**Note:** The instructor may alter this schedule. Changes will be announced in class.