MGT 543 (001)—NEW VENTURE MANAGEMENT Spring Semester 2007 11:00–11:50 a.m.

GENERAL INFORMATION

Professor: Dr. Tami Knotts Phone: 836-6863

Office: GLA 216 Email: tlk090f@missouristate.edu

Hours: MWF 8:15-9:00 a.m.

MWF 10:00-11:00 a.m. Other hours by appointment

Requirements

 Annual Editions: Entrepreneurship, Robert Price (ed.), 5th Edition, McGraw-Hill/Dushkin: Dubuque, IA.

Course Objectives

- 1. Understand and apply the venture creation process.
- 2. Gain a deeper understanding of the entrepreneurial discipline.
- 3. Develop a full business plan based on a marketable idea.

POLICIES AND PROCEDURES

Attendance Policy

- 1. Attend class regularly and arrive on time.
- 2. Notify me after class if you are late; otherwise, you will be counted absent.
- 3. Turn in assignments at the beginning of class to avoid a late penalty.
- 4. Students more than 5 minutes late to class may not get credit for class activities. This decision is based on the severity of lateness and the professor's judgment.

Classroom Conduct Policy

- 1. Unrelated conversations, disruptive behavior, and offensive language will not be tolerated.
- 2. The use of cell phones and pagers is not allowed in class.
- 3. Students who are a constant distraction to the professor and/or class will be asked to leave.

Academic Dishonesty Policy

Missouri State University is a community of scholars committed to developing educated persons who accept the responsibility to practice personal and academic integrity. You are responsible for knowing and following the university's student honor code, *Student Academic Integrity Policies and Procedures*, available at http://www.missouristate.edu/provost/22102.htm and also available at the Reserves Desk in Meyer Library. Any student participating in any form of academic dishonesty will be subject to sanctions as described in this policy.

Nondiscrimination Policy

Missouri State University is an equal opportunity/affirmative action institution, and maintains a grievance procedure available to any person who believes he or she has been discriminated against. At all times, it is your right to address inquiries or concerns about possible discrimination to the Office for Equity and Diversity, Siceluff Hall 296, (417) 836-4252. Other types of concerns (i.e., concerns of an academic nature) should be discussed directly with your instructor and can also be brought to the attention of your instructor's Department Head.

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 <u>one</u> 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 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	@ 7	5-100	points	(47%)	= 3	350
Article Review	15 analyses	@	10	points	(20%)	= 1	150
Article Review/Presentation	ion 1 presentatio	n @	20	points	(2%)	=	20
Class Part./Disc. & Peer	Eval.	@	30	points	(4%)	=	30
Business Plan Project		@	200	points	(27%)	= 2	200
1. Idea Proposal			10	points			
2. RD of Company, Industry, Product/Services 10			10	points			
3. RD of Marketing, Operational, and Mgt. Plans 15			ns 15	points			
4. RD of Financial Pla	n		15	points			
4. Business Plan & Pr	esentation		150	points			

Total Points = 750

TENTATIVE	CLASS	SCHEDULE
Data		Toni

Date		Topic	Reading Assignment
January 22	Syllabus-Blackboard/Info. Sheet/Busines	s Plan Project	
24		Business Plan Project	
	26-29	Co. Description, Industry Analysis, Pr	oducts/Services Plan
		-Idea Proposal Guidelines	
		-Section Content & Research Technique	S
	31-2	Business Plan Project	
		-Idea Proposal due by February 2 nd	
February	5-12	Mastering Entrepreneurship	Unit 1
-	-Article Analyses and Presentations		
		-Business Plan Work Day on 9 th (1 st Roug	gh Draft due 2/21)
	14	UNIT EXAM #1	
	16	Marketing Plan, Operational Plan, Mar	nagement Plan
10		-Section Content & Research Technique	
	19	Presidents' Day Holiday!	
	21	Marketing Plan, Operational Plan, Mar	agement Plan
21	-1 st Rough Draft Due	iagomoni i ian	
		-Section Content & Research Technique	S
	23-28	Creating and Launching the Business	
	20 20	-Article Analyses and Presentations	Vontaro Onit 2
	2-5	Business Plan Project	
	20	-2 nd Rough Draft due on March 12 th	
March	7	UNIT EXAM #2	
	9-12	Startup Expenses/Capitalization and F	inancial Plan
	9-12	-Section Content & Research Technique	
		-2 nd Rough Draft due	5
	14-16	Financing the Venture	Unit 3
	1-1-10	-Article Analyses and Presentations	onit 5
	19-23	Spring Break!	
	26-28	Business Plan Project	
	20-20	-3 rd Rough Draft due on April 4 th	
	30	UNIT EXAM #3	
	30	ONIT EXAM #3	_
April	2-4	Growth/Exit Strategy (optional), Appe	ndices, and References
•		-Section Content & Research/Organization	on Techniques
6	-3 rd Rough Draft due	·	
	Spring Holiday!		
9-13		Managing Growth & Creating Harvest	Options Unit 4
		-Article Analyses and Presentations	-
16 18	Business Plan Project		
	UNIT EXAM #4		
	20-25	Business Plan Project Work Days	
	20-20		n sections
		-Finish research and revise business pla	
April May	27.46	 -Finish remaining sections and prepare p Business Plan Presentations 	nesentation material
April-May	27-16	Dusiness Flan Fresentations	

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