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# Dillard College of Business Administration

## SYLLABUS: Entrepreneurial Planning

MGMT 4783.280 Tuesday and Thursday, 5:30 PM until 6:50 PM

Dillard Building 329

Spring 2020 Semester

## Contact Information

Instructor: DeAndrea Y. Davis MBA,CFP®, RICP®

Office: Lalani Center for Entrepreneurship and Free Enterprise

Office hours: Contact me by email

Office phone: 940-867-5080

E-mail: deandrea.davis@msutexas.edu

## Course Material

Barringer, Bruce R. (2014), Preparing Effective Business Plans: An Entrepreneurial Approach (2nd Edition), Prentice Hall: Boston. ISBN 9780133506976

## Course Description

Advanced study of entrepreneurship where students work in teams to learn and apply business planning and venture creation skills. Requires the development and presentation of a detailed business plan as the culminating point of the course.

## Course Prerequisites

MGMT 3783, MKTG 3723, FINC 3733, and consent of Director, Munir Abdul Lalani Center for Entrepreneurship and Free Enterprise.

## Course Objective

## A. General Learning Goals

* Problem solving and decision-making abilities through critical analysis, evaluation, and interpretation of business information. Students will practice problem solving and decision-making skills during projects and in-class discussions (e.g. feasibility assessments of others’ ideas, critiques of elevator pitches). Assessment will occur based on in class comments and the written portion of the students’ submissions.
* Team building and collaboration to achieve group objectives. These objectives will be practiced as students work in teams to generate entrepreneurial ideas, develop a business plan, and present the business plan to a panel of visiting experts. Instructor observation, project evaluation, and peer evaluation of team members will be used to assess these abilities.

## B. Course Specific Learning Goals

* Upon successful completion of this course, the student should have refined their understanding of real world entrepreneurship, especially the planning aspect.

# Course Policies

Attendance Policy:Regular attendance is expected. Participation in class discussion and presentations is expected, so reading the assigned material and completing assignments prior to coming to class is also expected (See the university catalog for the University Class Attendance Policy).

Attendance/participation is a graded item. You earn points for every class period you are present for the entire period (excludes the first day of class) and fully participate in class discussions/activities. If you are late, leave early, or fail to participate you earn fewer points. Being absent earns a score of 0 for that day.

## Other Related Policies

Missed Examination Policy:

Only students with authorized absences (see University Class Attendance Policy) may make up missed assignments. Students must make up a missed assignment before they are allowed to return to class. As a professional courtesy, please notify me of the absence prior to the assignment if possible.

## Grading and Evaluation:

The semester grade of the student will be primarily based on the recurring discussions with the professor and the quality of the written business plan and various presentations throughout the course. You will be reviewed on all material as a group and as an individual. The assistance provided to other students via the useful critique of their plans shall also be considered.

75% of your grade will be based on team assignments that will be required to be turned in throughout the semester. 25% of the class grade will be based on attendance and participation, presentation of business plan, and final plan.

Important Note: The class is designed to have everyone work in groups of no more than three. I expect that everyone will pull their fair share. There will be anonymous peer feedback to me on individuals’ level of contributions to the group. I reserve the right to make significant reductions (e.g. below the overall “group grade”) if I conclude an individual was a poor teammate.

Important Words of Wisdom: This course is very different from the vast majority (if not all) of the coursework you have done thus far in college. This is a semester-long project that is driven by your basic business concept; which you will refine throughout the process. If you fall behind the only way to catch up is by taking shortcuts that almost certainly will degrade the validity/quality of your business plan. I have designated turn-in dates for various items; these turn-ins are designed to help you stay on an acceptable timeline. In addition to staying on time, it is vital to get early and frequent feedback from industry experts, potential customers and likely investors as well as your classmates and me. I specifically and strongly recommend you find another entrepreneur/businessperson to act as your mentor for this class. The best mentor is someone that has relevant experience for your business, but just about any businessperson that is willing to advise you will be a benefit. I can help you identify potential mentors if you wish. Finally, entrepreneurs are almost always self-starters and tenacious – the same will be true for students who pass this class.

## Assignments

Assignments are due at the beginning of the class on the specified due date. By definition, late assignments constitute an unacceptable level of professionalism and work quality.

## **Academic Integrity**

With regard to academic honesty, students are referred to the “Student Honor Creed” in the university catalog. I take academic dishonesty seriously and will investigate if I suspect someone is plagiarizing. Cutting and pasting text (or inserting slightly modified text) from the internet without citing the source and setting off the “pasted text” in a form that identifies it appropriately constitutes plagiarism. Please know that integrity is very important to me.

## Americans with Disabilities Act

If a student has an established disability as defined in the Americans with Disabilities Act and would like to request accommodation, that student should please see me as soon as possible (i.e., within the first two weeks of the semester). Refer to my contact information shown on page 1. This class follows the guidelines suggested by the Center for Counseling and Disabilities Services for those students who qualify for disability services.

## Syllabus Change Policy

This syllabus is a guide for the course and is subject to change with advanced notice.

# Guidelines for the Business Plan and Assignments

The business plan and assignments are subject to the following format requirements:

1) Margins: 1 inch

2) Font Size: 11 or 12

3) Font: Times New Roman, Arial, or a similarly professional looking font

4) Line Spacing: 1.5

5) Cite all sources (APA 6th Edition)

You will present your final business plan to a panel of entrepreneurs. The presentation should last 30 minutes and use PowerPoint (or similar) visuals. Please see below for final due date of paper.

## Entrepreneurial Planning Course Schedule

| Date | Central Topic of the Class | Reading | Assignments Due |
| --- | --- | --- | --- |
| 1/21 | Welcome! information, discuss student business ideas- prepare for semester |  |  |
| 1/23 | Understanding The Business Plan. Why Plan? The Elevator PitchChoose Business Idea. Developing & Screening The Business Idea | Chapter 1Chapter 2 |  |
| 1/28 | Business Idea | Chapter 2 | Class presentation of idea |
| 1/30 | Developing the Elevator Pitch |  | Class Workshop |
| 1/30 | Feasibility Analysis (SBDC Visit- Walter Lambert) | Chapter 3 |  |
| 2/04 | Present Elevator Pitch (Guest Judges) | Chapter 3 | Elevator Pitch |
| 2/06 | Feasibility Analysis |  |  |
| 2/11 | Class Workshop (F.A.) |  | Class Workshop |
| 2/13 | Class Workshop (F.A.) |  | Class Workshop |
| 2/18 | Introductory Material, Summary, and Description of Business | Chapter 4 | Feasibility Analysis Due |
| 2/20 | Class Workshop (Intro, Summary, and Description) |  | Class Workshop |
| 2/25 | Industry Analysis (I.A) | Chapter 5 | **Company Description Due** |
| 2/27 | Class Workshop Industry Analysis |  | Class Workshop |
| 3/3 | Class Workshop Industry Analysis |  | Class Workshop |
| 3/5 | Market Analysis (M.A.) | Chapter 6 | Industry Analysis Due |
| 3/10 | Class Workshop (Market Analysis) |  | Class Workshop |
| 3/12 | Class Workshop (Market Analysis) |  | Class Workshop |
| 3/17 | Spring Break |  | Spring Break |
| 3/19 | Spring Break |  | Spring Break |
| 3/24 | Marketing Plan/Management Team and Company Structure | Chapter 7 Chapter 8 | **Market Analysis Due** |
| 3/26 | Class Workshop (Marketing Plan/Management Team and Company Structure |  | **Class Workshop** |
| 3/31 | Operations Plan/Class Workshop | Chapter 9 | **Marketing Plan/Management Team/Company Structure Due** |
| 4/02 | Financial Projections | Chapter 10 |  |
| 4/07 | Financial Projections (Class Workshop) |  | **Class Workshop** |
| 4/09 | Holiday Break |  | **Holiday Break** |
| 4/14 | Financial Projections (Class Workshop) |  | **Class Workshop** |
| 4/16 | Executive Summary (Class Workshop) |  | **Pro-Formas Due** |
| 4/21 | Executive Summary (Class Workshop) |  |  |
| 4/23 | Preparation For Final Presentations (Slide Show Prep) |  | **Executive Summary Due** |
| 4/28 | Preparation for Final Presentation (Slide Show Prep) |  |  |
| 4/30 | Class Presentations |  | **Class Presentations** |
| 5/05 | Class Presentations |  | **Class Presentations** |
| 5/07 | Class Presentations/**Final Paper Due** |  | **Class Presentations** |