



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 2019 Semester

Contact Information

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

Office: Lalani Center for Entrepreneurship and Free Enterprise

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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

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.

Competency in speaking and writing for common business scenarios. Students will practice their oral presentation skills in numerous in-class presentations. The students' ability to speak clearly to an audience will be included in the score for these exercises. The written portion of the business plan will also be assessed for writing ability.

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

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.

25% of your grade will be based on team assignments that will be required to be turned in throughout the semester. 75% 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: Single
- 5) Page Limits – Assignments: One to two pages based on each assignment
- 6) Page Limits – Business Plan: Approximately 10 pages (a bit more is OK, much less is not), exclusive of the executive summary and appendices. The baseline guidance for preparing the business plan is the 2009 “Writing a Successful Business Plan” handout from the University of Colorado (Lawrence & Moyes) provided to you. Page 46 of the handout suggests that the plan should be approximately 18 pages (exclusive of the executive summary and appendices). Below are some adjustments you may make to fit inside my “approximately 10 pages” guideline. However, the type of venture also affects how long sections should be and even whether they are included in the plan. A plan for an internet retail business is different from a high-tech new product. For some businesses the operations and development sections may not be required or may be much shorter than the suggested 3 pages (total).

- The market and industry analysis should be approximately 2 pages. The handout suggests several sub-sections (e.g. **Overall Market; Addressable Market**). Talk about each of these sub-sections but do not use them as headings in your plan. Rather, they just suggest the various paragraphs you should have. You may include a competition matrix analysis.
- The marketing plan should be approximately 2 pages.
- The management plan may be shorter than suggested by the handout, perhaps as short as a half page.
- Combine the competitive advantage and risk sections, with the combined section lasting about a page.
- The funding section should address only the requirements and a brief statement of funding strategies.
- For the appendices include nicely formatted versions of the “big 3” financial statements with three years (not five as stated in the handout) of forward projections. You will receive a spreadsheet to assist in developing the financial projections.

The second, (2nd), draft of the written business plan is due when you make your presentation to the panel of entrepreneurs. The presentation should last 20 minutes and use PowerPoint (or similar) visuals.

First draft is everything you turned in so far, including Marketing Plan, Management Team and Company Structure, Operations Plan, and Pro-Formas.

Entrepreneurial Planning Course Schedule

Date	Central Topic of the Class	Reading	Assignments Due
1/15	Welcome! information, discuss student business ideas- prepare for semester		
1/17	Understanding The Business Plan. Why Plan? The Elevator Pitch	Chapter 1	
1/22	Choose Business Idea. Developing & Screening Business Idea	Chapter 2	
1/24	Developing & Screening Business Idea (Treston Teague, (Prothro Blair Financial) Abdel Aitroua	Chapter 2	Class presentation of idea
1/29	Feasibility Analysis (SBDC Visit- Walter Lambert)	Chapter 3	
1/31	Elevator Pitch Rick Sims (Guest Judges)		Elevator Pitch
2/05	Feasibility Analysis	Chapter 3	
2/07	Class Prep (F.A.)-- Treston Teague, (Prothro Blair Financial) Abdel Aitroua		
2/12	Class Prep (F.A.)		
2/14	Class Prep (F.A.)		
2/19	Introductory Material, Summary, and Description of Business	Chapter 4	Feasibility Analysis Due
2/21	Industry Analysis (I.A)	Chapter 5	
2/26	Market Analysis (M.A.)	Chapter 6	Company Description Due
2/28	Marketing Plan/Management Team and Company Structure	Chapter 7 and Chapter 8	
3/05	Operations Plan/Class Prep (I.A and M.A.)	Chapter 9	
3/07	Class Prep (I.A. and M.A.)		
3/12	Financial Projections	Chapter 10	Marketing Analysis and Industry Analysis Due
3/14	Class Work		
3/19	Spring Break		
3/21	Spring Break		
3/26	Executive Summary (class work day)		First Draft Due/Pro-Formas Due
3/28	Holiday Break		
4/02	Scott Manley i.d.e.a.MSU	Chapter 4	
4/04	Guest Speaker		
4/09	Dry Run i.d.e.a.MSU Panel		Executive Summary Due/Second Draft Due
4/11	Dry Run i.d.e.a.MSU Panel		

Entrepreneurial Planning Course Schedule Continued

Date	Central Topic of the Class	Reading	Assignments Due
4/16	Preparation for Final Paper		
4/18	No Class—Holiday Break		
4/23	Class Presentations		
4/25	Class Presentations		
4/30	Class Presentations		
5/02	Due Date of Complete Business Plan		Final Plan Due

Grade Assignment

The course will involve the review of various topics on how to effectively prepare a business plan. The above assignments; Elevator Pitch, Concept Test, Feasibility Analysis, Company Overview, and Market/Industry Analysis will make up 20% of your class grade.

The Business Plan Drafts, Presentation of Business Plan and Final Business Plan will make up 60% of your class grade. Because the Pro-Forma financial statements are included in the business plan, they are included in this portion of your course grade. Each person will receive extra points or negative points based on their participation as well as attendance.

Your submission to i.d.e.a.MSU will make up 20% of your class grade.

Note: If you are selected as a finalist for i.d.e.a.MSU, you must also present at the EURECA undergraduate research conference on (TBD).