



Dillard College of Business Administration SYLLABUS: Entrepreneurial Planning

MGMT 4783 Section 280
Tuesday and Thursday, 5:30 PM until 6:50 PM
Dillard Building 329
Spring 2022 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

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.

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'll** 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
- 5) 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.

Entrepreneurial Planning

Course Schedule

MGMT 4783.280

5:30pm to 6:50pm, Dillard Building Room 329

Spring 2022 Semester

Date	Central Topic of the Class	Reading	Assignments Due
1/11	Welcome! information, discuss student business ideas- prepare for semester		
1/13	Understanding The Business Plan. Why Plan? The Elevator Pitch	Chapter 1	
1/18	Choose Business Idea. Developing & Screening The Business Idea	Chapter 2	
1/20	Developing & Screening Business Idea	Chapter 2	
1/25	Elevator Pitch (Panel Judges)	Chapter 2	Elevator Pitch and First Screen
1/27	Feasibility Analysis (F.A.)	Chapter 3	
2/01	Feasibility Analysis	Chapter 3	
2/03	Class Prep (F.A.)		
2/08	Class Prep (F.A.)		
2/10	Introductory Material, Summary, and Description of Business	Chapter 4	Feasibility Analysis Due
2/15	Intro to SBDC. Industry Analysis (I.A.)	Chapter 6	Company Description Due
2/17	Industry Analysis	Chapter 6	
2/22	Market Analysis (M.A.)	Chapter 5	
2/24	Market Analysis	Chapter 5	
3/01	Class Prep (M.A. and I.A.)		
3/03	Market Plan	Chapter 7	Marketing Analysis and Industry Analysis Due
3/08	Operation Plan		
3/10	Financial Projections		
3/15	Spring Break		
3/17	Spring Break		
3/22	Financial Projections	Chapter 8	First Draft Due (w/o Pro-Forma)
3/24	Financial Projections	Chapter 9	
3/29	Financial Projections	Chapter 9	Pro-Forma Due
3/31	Management Teams	Chapter 10	
4/05	Executive Summary	Chapter 4	
4/07	Executive Summary		NA
4/12	Practice for final presentation		Executive Summary Due
4/14	Presentations		Final Paper Due
4/19	Presentations		Final Paper 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 80% 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.

Each year DCOBA i.d.e.a. MSU. i.d.e.a. MSU is a competition designed to provide Midwestern State University students with a business idea the opportunity to hone their idea, get valuable advice and win some money to get started. The contest operates in two steps. During the first step teams submit their four-page (max) business plan. From those plans, the judges pick six finalists, who then make an oral presentation to the judges at the end of the spring semester. The judges pick the winners based on those presentations. If your team decides to submit a plan to the competition you will get 2 point toward your final grade.