**SBE 100 – Spring 2016 - Syllabus**

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| **Week** | **Week of** | **Topics + Reading Assignments** |
| **1** | **2/01** | **Topics: Introduction to course; define “Entrepreneurship”; characteristics of the Entrepreneur**  **Videos: google – fox: - fixing cracked iphones**  **Dale Grey**  **Deb & Les Busfield**  **Syl Tang**  **Reading Assignments: Chapter 1&2**  **Homework: entrepreneurial profiles**  **“VC” - Windspire Energy 1.1** |
| **2** | **2/8** | **Chapter 1&2**  **Topics: Entrepreneurial process; economic impact; recognizing opportunities; finding gaps in the marketplace; generating ideas, protecting new ideas**  **Homework: VC 2.1 - PharmaSecure**  **Case 2.1 – ScriptPad**  **Reading Assignment: Chapter 3** |
| **3**  **\_\_\_\_\_\_\_\_** | **2/15**  **\_\_\_\_\_\_\_\_\_\_**  **2/17** | **Presidents Day – No regular classes**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **Chapter 3**  **Topics: Feasibility Analysis; Concept Statement; “attractive” industries**  **Videos:**  **Homework: You be the VC 3.1 – Insty Meds**  **Case 3.2 - Segway**  **Reading Assignment: Chapter 4 & 5** |
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| **4** | **2/22**  **2/24** | **Chapter 4**  **Topics: preparing and presenting the “Business Plan”**  **Videos:**  **In class Assignments:**  **Chapter 5**  **Topics: industry analysis; “five forces” model as a means of understanding the structure of an industry; competitor analysis; competitive intelligence**  **Homework: Industry Analysis – (due Mar 2) refer to website for requirements** |
| **5** | **2/29**  **Mar 2** | **Exam 1**  **Formation of groups**  **Videos:**  **Group Homework: Prepare a “New Business Concept” Statement**  **Reading Assignment: Chapter 6** |
| **6** | **3/07**  **3/09** | **Submission and discussion of “New Business Concept” Statements**  **Chapter 6**  **Topics: developing an effective business model; diversity of business models; components of business model; core strategy, strategic resources**  **Videos:**  **Reading Assignment: Chapter 7 & 8**  **Homework: Case 6.2 – Zipcar** |
| **7** | **3/14**  **3/16** | **Chapter 7**  **Topics: ethical and legal foundation; ethical and legal issues; “founders’ agreement”; ethical culture; forms of business organization;**  **Videos:**  **Chapter 8**  **Homework: Case 8.2 - Dell**  **Reading Assignment: Chapter 8** |
| **8** | **3/21**  **3/23** | **Ch. 8**  **Topics: financial management; financial statements and forecasts; pro forma financial statements;**  **Reading Assignment: Chapter 9**  **NO CLASS – Friday Schedule** |
| **9** | **3/28**  **3/30** | **Group Project Work**  **Videos:**  **Chapter 9**  **Topics: creating a new venture “team”**  **Reading Assignments: Chapter 10**  **Homework:** |
| **10** | **4/04**  **4/06** | **Chapter 10**  **Topics: financing and funding; sources of financing; business “angels”**  **and venture capitalists; debt financing;**  **Chapter 11**  **Topics: selecting a market; establishing a “unique” market position; branding; 4Ps of marketing; sales process**  **Videos:**  **In class Reading Assignments:**  **Homework: review for exam 2**  **Reading Assignment: Chapter 12** |
| **11** | **4/11**  **4/13** | **Exam 2 – chapters 6-10**  **Chapter 12**  **Topics: intellectual property; forms of intellectual property; patents; trademarks; copyrights; trade secrets; intellectual property audit**  **Videos:**  **Reading Assignments:**  **Reading Assignment: Chapter 13** |
| **12** | **4/18** | **Chapter 13**  **Topics: preparing for growth; core strategy; managing growth; challenges of growth; managerial capacity; stages of growth** |
|  | **4/20**  **4/25 & 4/27** | **Chapter 14**  **Topics: internal growth strategies; external growth strategies; new product development**  **Spring Break – NO CLASSES**  **Reading Assignment: Chapters 15** |
| **13** | **5/02** | **Chapter 15**  **mergers and acquisitions; strategic alliances; joint ventures; franchising**  **Videos:**  **Reading Assignments:**  **Homework:**  **Reading Assignment: complete group projects** |
| **14** | **5/09 & 5/11** | **Group Projects** |
| **15** | **5/16 & 5/18** | **Group Projects** |
|  | **5/23** | **Exam 3** |