**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** |