**SBE 100 – Fall 2016 – Section100 – Tues – 1-2:40 & Thurs 1-1:50 - Syllabus**

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|  |  | **Topics + Reading Assignments** |
|  | **8/25** | **Class canceled – Fire Drill****Reading Assignments: Chapter 1** **Homework:**  |
|  | **8/30** | **Chapter 1****Topics: Introduction to course; review syllabus, grading format – course website, “You be the VC” , define “Entrepreneurship”;characteristics of the Entrepreneur; Entrepreneurial process; economic impact; recognizing opportunities; finding gaps in the marketplace; generating ideas, protecting new ideas****Homework: “VC”- Windspire Energy 1.1****Reading Assignment: Chapter 2** |
|  | **9/01****\_\_\_\_\_\_\_\_****9/06 –9/08** | **Entrepreneurship profiles****\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_****Chapters 2 & 3****Topics: Recognizing opportunities; finding gaps in the marketplace; generating ideas, protecting new ideas; Feasibility Analysis; Concept Statement; “attractive” industries****Review: “VC”- Windspire Energy 1.1****Reading Assignment: Chapter 4****Homework: “VC” 2.1 - PharmaSecure** **Case 2.1 – ScriptPad**  **VC 3.1 – Insty Meds** **Case 3.2 - Segway** |
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|  | **9/13** | **Chapter 4****Topics: preparing and presenting the “Business Plan”****Homework: Industry Analysis – refer to website for requirements** |
|  | **9/15** | **Quiz 1 – Chapters 1-3****Reading Assignment: Chapter 5** |
|  | **9/20 -9/22** | **Chapter 5****Topics: industry analysis; “five forces” model as a means of understanding the structure of an industry; competitor analysis; competitive intelligence** **Reading Assignment: Chapter 6** |
|  | **9/27** | **Chapter 6****Topics: developing an effective business model; diversity of business models; components of business model; core strategy, strategic resources****Formation of groups** **Group Homework: Prepare a “New Business Concept” Statement** |
|  | **9/29****\_\_\_\_\_\_\_\_****10/04** | **Quiz 2 – Chapters 4-6****\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_****NO CLASSES** **Reading Assignments: Chapter 7** |
|  | **10/06** | **No Class - Thursday = Monday Schedule** |
|  | **10/11****\_\_\_\_\_\_\_\_****10/13** | **NO CLASSES****Submission and discussion of “New Business Concept” Statements** |
|  | **10/14** | **Friday = Tuesday Schedule - Group Work**  |
|  | **10/18** | **Group Work (S)** |
|  | **10/20****10/25** | **Chapter 7** **Topics: ethical and legal foundation; ethical and legal issues; “founders’ agreement”; ethical culture; forms of business organization;** **Group Work (SA)****Reading Assignment: Chapter 8**  |
|  | **10/27** | **Chapter 8****Topics: financial management; financial statements and forecasts; pro forma financial statements;;** **Homework: Case 8.2 - Dell****Reading Assignment: Chapter 9** |
|  | **11/01** | **Chapter 8 - continued - and Chapter 9** **Topics: creating a new venture “team”** **Reading Assignment: Chapter 10** |
|  | **11/03** | **Quiz 3** |
|  | **11/08****\_\_\_\_\_\_\_\_****11/10-11/15****\_\_\_\_\_\_\_\_****11/17****\_\_\_\_\_\_\_\_****11/22****\_\_\_\_\_\_\_\_****11/24****11/29****\_\_\_\_\_\_\_\_****12/01****\_\_\_\_\_\_\_\_****12/06****\_\_\_\_\_\_\_\_****12/08****\_\_\_\_\_\_\_\_****12/13****\_\_\_\_\_\_\_\_****12/15** | **Chapter 10****Topics: financing and funding; sources of financing; business “angels” and venture capitalists; debt financing;** **Reading Assignment: Chapter 11****\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_****Chapters 11 & 12****Topics: selecting a market; establishing a “unique” market position; branding; 4Ps of marketing; sales process****Topics: intellectual property; forms of intellectual property; patents; trademarks; copyrights; trade secrets; intellectual property audit** **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_****Quiz 4****Reading Assignment: Chapter 13****\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_****Chapter 13****preparing for growth; core strategy; managing growth; challenges of growth; managerial capacity; stages of growth****\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_****NO CLASSES - Thanksgiving****Reading Assignment: Chapters 14 & 15****Chapters 14 & 15****Topics: internal growth strategies; external growth strategies; new product development; mergers and acquisitions; strategic alliances; joint ventures; franchising****\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_****Business Plans****\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_****Business Plans****Business Plans****Business Plans****\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_****Final Exam** |

Grading Format:

QUIZZES 10% x4 = 40%

Final exam =20%

Business Plan = 20%

Attendance,

Homework, Participation =20%