**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%