**SBE 100 – Fall 2016 – Section1800 – Monday & Wednesday – 6-7:15 - Syllabus**

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|  |  | **Topics + Reading Assignments** |
|  | **8/29** | **Topics: Introduction to course; review syllabus, grading format – course website, “You be the VC” , define “Entrepreneurship”; characteristics of the Entrepreneur**  **Videos: Dale Grey**  **Deb & Les Busfield**  **Syl Tang**  **Reading Assignments: Chapter 1**  **Homework:** |
|  | **8/31** | **Chapter 1**  **Topics: 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** |
| **\_\_\_\_\_\_\_\_** | **9/05**  **\_\_\_\_\_\_\_\_\_\_**  **9/07** | **Labor Day – No regular classes**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **Chapter 2**  **Topics: Recognizing opportunities; finding gaps in the marketplace; generating ideas, protecting new ideas**  **Review: “VC”- Windspire Energy 1.1**  **Reading Assignment: Chapter 3**  **Homework: “VC” 2.1 - PharmaSecure**  **Case 2.1 – ScriptPad** |
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|  | **9/12**  **9/14** | **Chapter 3**  **Topics: Feasibility Analysis; Concept Statement; “attractive” industries**  **Review : “VC” 2.1 - PharmaSecure**  **Case 2.1 – ScriptPad**  **Homework: You be the VC 3.1 – Insty Meds**  **Case 3.2 - Segway**  **Reading Assignment: Chapter 4**  **Chapter 4**  **Topics: preparing and presenting the “Business Plan”**    **Reading Assignment: Chapter 5**  **Homework: Industry Analysis – refer to website for requirements** |
|  | **9/19** | **Chapter 5**  **Topics: industry analysis; “five forces” model as a means of understanding the structure of an industry; competitor analysis; competitive intelligence** |
|  | **9/21**  **\_\_\_\_\_\_\_\_\_\_**  **9/26**  **\_\_\_\_\_\_\_\_\_\_** | **Review Chapters 1-5**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **Exam 1**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |
|  | **9/28** | **Formation of groups**  **Group Homework: Prepare a “New Business Concept” Statement** |
|  | **10/03**  **\_\_\_\_\_\_\_\_\_\_**  **10/05** | **NO CLASSES**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **Submission and discussion of “New Business Concept” Statements**  **Reading Assignment: Chapter 6** |
|  | **10/06** | **Thursday – Monday Schedule**  **Chapter 6**  **Topics: developing an effective business model; diversity of business models; components of business model; core strategy, strategic resources**  **Homework: Case 6.2 – Zipcar** |
|  | **10/10**  **\_\_\_\_\_\_\_\_\_\_**  **10/12**  **\_\_\_\_\_\_\_\_\_\_** | **NO CLASSES - Columbus day**  **NO CLASSES**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |
|  | **10/17** | **Group Work (S)**  **Reading Assignments: Chapter 7** |
|  | **10/19** | **Chapter 7**  **Topics: ethical and legal foundation; ethical and legal issues; “founders’ agreement”; ethical culture; forms of business organization;** |
|  | **10/24** | **Group Work (SA)**  **Reading Assignment: Chapter 8** |
|  | **10/26** | **Chapter 8**  **Topics: financial management; financial statements and forecasts; pro forma financial statements;;**  **Homework: Case 8.2 - Dell**  **Reading Assignment: Chapter 9** |
|  | **10/31** | **Chapter 9**  **Topics: creating a new venture “team”**  **Reading Assignment: Chapter 10** |
|  | **11/02** | **Chapter 10**  **Topics: financing and funding; sources of financing; business “angels” and venture capitalists; debt financing;** |
|  | **11/07**  **\_\_\_\_\_\_\_\_\_\_**  **11/09**  **\_\_\_\_\_\_\_\_\_\_**  **11/14**  **\_\_\_\_\_\_\_\_\_\_**  **11/16**  **11/21**  **\_\_\_\_\_\_\_\_\_\_**  **11/23**  **\_\_\_\_\_\_\_\_\_\_**  **11/28**  **\_\_\_\_\_\_\_\_\_\_**  **11/30**  **\_\_\_\_\_\_\_\_\_\_**  **12/05**  **\_\_\_\_\_\_\_\_\_\_**  **12/07**  **\_\_\_\_\_\_\_\_\_\_**  **12/12**  **\_\_\_\_\_\_\_\_\_\_**  **12/14** | **Review Chapters 6-10**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **Exam 2 – Chapters 6-10**  **Reading Assignment: Chapter 11**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **Chapter 11**  **Topics: selecting a market; establishing a “unique” market position; branding; 4Ps of marketing; sales process**  **Reading Assignment: Chapter 12**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **Chapter 12**  **Topics: intellectual property; forms of intellectual property; patents; trademarks; copyrights; trade secrets; intellectual property audit**  **Reading Assignment: Chapter 13**  **Chapter 13**  **preparing for growth; core strategy; managing growth; challenges of growth; managerial capacity; stages of growth**  **Reading Assignment: Chapter 14**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **Chapter 14**  **Topics: internal growth strategies; external growth strategies; new product development; mergers and acquisitions; strategic alliances; joint ventures**  **Reading Assignment: Chapter 15**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **Chapter 15**  **franchising**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **Business Plans**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **Business Plans**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **Business Plans**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **Business Plans**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **Exam 3 – Chapters 11-15**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |

Grading Format:

Exams = 20% x3 = 60%

Bus Plan = 20%

Attendance,

Homework,

Participation = 20%