**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%