SYLLABUS

MSOM 304-001
Entrepreneurship: Starting and Managing the Enterprise
Fall 2012, M 4:30 – 7:10 p.m., Sandbridge Hall 107

Instructor: Robert E. Gaudian
Office: Enterprise Hall, Room 206
Office hours: By appointment
E-Mail: rgaudian@gmu.edu
Course Website: http://mymason.gmu.edu

Course Description

MSOM 304 exposes students to the fundamentals of starting and managing the enterprise. Students will learn the behaviors required to successfully launch a new business, tools to identify and evaluate opportunities, and the issues critical to starting a firm. These issues include management composition and structure, effective marketing strategy, operational logistics, legal issues, financial projections and financing options. The students will demonstrate their comprehension of these issues by developing business plans to be presented to the class.

MSOM 304 has three basic sections. The first addresses the question of what is entrepreneurship, who is an entrepreneur, what is the role of the entrepreneur and what constitutes an opportunity? This section will introduce you to the basic tenant of entrepreneurship: innovation. The second section focuses on critical issues and risks a firm must analyze prior to start-up. Students will work in teams to develop a business plan throughout the semester and “pitch” it to the rest of the class at the end of the semester. Once these critical assessments have been conducted, the third part of the course examines some additional considerations. For example: What are my financing options? Is venture capital appropriate for this venture? How should I legally structure a new venture? What are other legal issues that may play a role? What are some growth issues I may need to anticipate at the outset?
Learning Objectives

1. Explain the meaning of entrepreneurship and the risks and rewards that go along with being an entrepreneur.
2. Learn how to evaluate ideas to determine whether they are sound business opportunities.
3. Describe the steps involved in planning, funding, and launching a new venture.
4. Develop an understanding of the industry and competitive environment.
5. Learn to assess market forces and cash flow requirements.
6. Discuss the importance of developing a competitive advantage.
7. Develop sales and presentation skills essential to the entrepreneurial process.
8. Learn how to develop and present an effective business plan.
9. Discuss the importance of an effective management team.
10. Explain financing options and realistic financial projections.
11. Discuss your own entrepreneurial capabilities.
12. Develop an appreciation for the power of innovation and its impact in the global marketplace.

Note: The objective of the Business Minor is to instill in students the knowledge and skills necessary to tackle the business-side of their chosen profession. This course, MSOM 304, is an elective course for students pursuing a Minor in Business.

Desirable Prerequisites

MSOM 300, MSOM 301, MSOM 303

Approach to Learning

The class format is one of active learning rather than memorization. Concepts will be presented and students will subsequently be asked, both individually and in teams to apply concepts to cases, articles, and current events. Preparation and a willingness to demonstrate that preparation for class discussions are central to this learning approach. Throughout the semester, students are expected to share the progress on their business plans with the class, as well as offer insights into how course concepts are applied to their product and industry.

Text and Required Materials

Essentials of Entrepreneurship and Small Business Management, 6/E
By Norman M. Scarborough
ISBN-10: 0136109594
Publisher: Prentice Hall
Textbook’s website: http://www.pearsonhighered.com

In addition, we may occasionally read current articles from a variety of sources, including Forbes, Fortune, Inc., Entrepreneur, and other business publications. The readings will complement the textbook and give us a chance to examine the concepts with up-to-date examples.
**Student Responsibilities**

Students are expected to attend class on a regular basis and come to class ready to contribute to class discussions as well as participate in classroom exercises, either individually or in teams. Students are strongly encouraged to seek advice or assistance if they experience difficulties with this course. Do not wait until the end of the semester to seek help if you are dissatisfied with your academic performance in the class. Students are also expected to exemplify the high standards of personal integrity reflected in the University’s Honor Code.


**Methods of Student Evaluation (50% team, 50% individual)**

<table>
<thead>
<tr>
<th>Component</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class participation</td>
<td>10%</td>
</tr>
<tr>
<td>Entrepreneurial profile paper</td>
<td>10%</td>
</tr>
<tr>
<td>Midterm Exam</td>
<td>25%</td>
</tr>
<tr>
<td>Final Exam</td>
<td>25%</td>
</tr>
<tr>
<td>Presentation of business plan</td>
<td>10%</td>
</tr>
<tr>
<td>Written business plan</td>
<td>15%</td>
</tr>
<tr>
<td>Homework</td>
<td>05%</td>
</tr>
</tbody>
</table>

**Grading Scale**

At the end of the semester, the total points received for the seven measurable components will determine a letter grade assigned as follows:

- A = 90-100% of possible points
- B = 80-89% of possible points
- C = 70-79% of possible points
- D = 60-69% of possible points
- F = less than 60% of possible points

**Grading of Class Participation**

Class preparation and participation is essential. Because of the interactive nature of this course, you must be familiar with the material before coming to class and participate in class discussions. Your instructor takes grading very seriously and will carefully assign participation points towards your grade throughout the semester. Naturally, every class or partial class missed represents a foregone opportunity to earn participation points. Missing more than two class sessions in a semester will negatively impact your participation grade. Late arrivals and early departures will count towards the total number of classes missed. In order to score class participation points, you need to attend class as well as participate in a positive manner that demonstrates your preparation with respect to assigned readings and other homework.
GMU’s Policy on Class Attendance

“Students are expected to attend the class periods of the courses for which they register. In-class participation is important to the individual student and to the class as a whole. Because class participation may be a factor in grading, instructors may use absence, tardiness, or early departure as de facto evidence of non-participation. Students who miss an exam with an acceptable excuse may be penalized according to the individual instructor’s grading policy, as stated in the course syllabus.”

For more information go to: http://catalog.gmu.edu/content.php?catoid=17&navoid=1274-attendance

Homework

There are several homework assignments listed in the syllabus that you will be responsible for during the semester. The homework is not graded but must be turned in on time to receive credit. Homework assignments that are due in written form are to be submitted via email prior to the beginning of class, unless otherwise specified.

Entrepreneurial Profile

Each team will be required to profile an entrepreneur and give a brief presentation to the class about this person according to a pre-assigned questionnaire/topic list. This assignment will focus on the extent to which the entrepreneur reflects the behaviors we covered in class and lessons the team learns as they develop their business plan. Each team will write a 2 page single-spaced summary of their entrepreneur and give a maximum 5-10 minute slide presentation to the class. Details of this assignment and grading criteria will be distributed in class and posted on the course website during the first part of the semester.

Exams

Exams may consist of both multiple choice and short answer questions from text and lecture material.

Missed Exam Policy

The exams must be taken at the date and time established. No make up exams will be offered. In case you have a university-validated excuse for missing an exam, you need to contact your instructor at your earliest convenience prior to the exam date in order to discuss your situation.

Written Business Plan

The class will be broken down into teams of 5-6 students based on mutual interests and functional backgrounds. Operating in these teams, you will work together throughout the semester to identify a potential opportunity and develop a business plan that evaluates the viability of that idea. Specific guidelines on content and form as well as on grading criteria will be distributed in class. Summaries of the main elements of the business plan must be handed in throughout the semester according to the class schedule. Students may be allowed to work individually, provided they have a serious business idea and would like to explore this on their own throughout the course. However, taking on such a
project alone is a major undertaking and requires more work by the individual student than if a team of students work to complete the business plan.

**Presentation of Business Plan**

At the end of the semester, each team will “pitch” their business idea to the class that will be acting as representatives for venture capital firms. Specific guidelines on content, format, and grading criteria will be distributed in class and on the course website. Presentations will be up to 15 minutes in length followed by a 5-10 minute Q&A session.

**Guidelines for Successful Teamwork**

Students will be given the opportunity to network and form their own teams based on the new business concepts and personal profiles presented as part of the in class *Elevator Pitch* exercise. As a team member, students are expected to contribute positively to the group homework assignments and projects throughout the semester. You are advised to treat this as you would a team project in a professional work environment. All students should contribute equally and fairly to the team’s work and acknowledge that professional and personal differences are a natural part of the team process and can be used in a positive manner to develop an even stronger project than if students worked on an individual basis. If unable to reach a resolution, you must contact your instructor immediately for assistance/referral on conflict resolution issues. There will be an opportunity for each team to turn in a peer evaluation form at the end of the semester, and your instructor will carefully consider these in assigning each individual student’s grade on the business plan project. Students, whose efforts are rated poorly by their peers, may receive a lower grade on the business plan project.

**Failure to Submit Assignments by Scheduled Deadline**

If you fail to turn in an assignment by the deadline, you will receive 0 points for that assignment. Please notify your instructor at your earliest convenience if you have a university-validated excuse.

**Email Communication and Course Website**

All students are expected to have active GMU email accounts. You will receive emails pertaining to this course throughout the semester and all students should check their emails on a regular basis.

The course website will be updated regularly with class assignments, Powerpoint slides, article links, and other important information. Students should visit the website often for updates.

If you need to contact your instructor, the preferred and fastest means of communication is email outside of class and office hours. You will typically receive a response to your email within one business day.
<table>
<thead>
<tr>
<th>DATE</th>
<th>TOPIC</th>
<th>READING</th>
<th>ASSIGNMENTS DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday August 27</td>
<td>Introductions&lt;br&gt;Course Description and expectations&lt;br&gt;Syllabus Review&lt;br&gt;The Foundations of Entrepreneurship</td>
<td>Chapter 1</td>
<td>HW: Elevator Pitch -- Max. 1 min. description of yourself, interests, background, skills, work experience, etc., or a prospective business idea.</td>
</tr>
<tr>
<td>Monday September 10</td>
<td>The Foundations of Entrepreneurship&lt;br&gt;Inside the Entrepreneurial Mind: From Ideas to Reality&lt;br&gt;Delivery of Elevator Pitches&lt;br&gt;Networking Session &amp; Team Formation&lt;br&gt;Information on Entrepreneurial Profile Assignment</td>
<td>Chapter 1&lt;br&gt;Chapter 2</td>
<td></td>
</tr>
<tr>
<td>Monday September 17</td>
<td>Inside the Entrepreneurial Mind: From Ideas to Reality&lt;br&gt;Strategic Management and the Entrepreneur&lt;br&gt;Details on requirements for Business Plan project</td>
<td>Chapter 2&lt;br&gt;Chapter 3</td>
<td>HW: Company name and biographies of all team members.</td>
</tr>
<tr>
<td>Monday September 24</td>
<td>Feasibility Analysis and Crafting a Winning Business Plan&lt;br&gt;Forms of Business Ownership&lt;br&gt;Team drafting and presentation of Mission Statements</td>
<td>Chapter 4&lt;br&gt;Chapter 5</td>
<td></td>
</tr>
<tr>
<td>Monday October 1</td>
<td>Team Entrepreneurial Profile presentations&lt;br&gt;Forms of Business Ownership</td>
<td>Chapter 5</td>
<td>Graded Assignment: 2 page Entrepreneurial Profile Paper sent via email by the beginning of class. 5-10 minute team EP presentation given during class.</td>
</tr>
<tr>
<td>Tuesday October 9</td>
<td>Franchising and the Entrepreneur&lt;br&gt;Building a Powerful Marketing Plan&lt;br&gt;Class review of product/service summaries and market research</td>
<td>Chapter 6&lt;br&gt;Chapter 8</td>
<td>HW: 1-page summary of product or service idea. Report from each group re: market research performed and feasibility analysis.</td>
</tr>
<tr>
<td>Monday October 15</td>
<td>Building a Powerful Marketing Plan&lt;br&gt;Team Brainstorming Competition (In-Class Team Building, Brainstorming and Presentation Exercise)</td>
<td>Chapter 8</td>
<td>HW: 1-page summary of company’s marketing and ad plan</td>
</tr>
<tr>
<td>Date</td>
<td>Event/Study Material</td>
<td>Chapters</td>
<td>Notes</td>
</tr>
<tr>
<td>--------------------</td>
<td>--------------------------------------------------------------------------------------</td>
<td>-------------------</td>
<td>----------------------------------------------------------------------------------</td>
</tr>
</tbody>
</table>
| Monday October 22  | Midterm Exam – Chapters 1, 2, 3, 4, 5, 6, & 8  
*You must take the Exams at the time scheduled*  
- Sales 101 – The Basic Principles of Selling |                   | Bring a green Scantron card and a pencil.*                                      |
| Monday October 29  |  
- E-Commerce and the Entrepreneur  
- Pricing Strategies | Chapter 9 Chapter 10 | HW: Make a list of your company’s cash receipt items and disbursements.          |
| Monday November 5  |  
- Creating a Successful Financial Plan  
- Managing Cash Flow  
Class review of team cash flow statements | Chapter 11 Chapter 12 | HW: Cash Flow Statement for company’s first year - Bring a copy of your team’s Cash Flow Statement to class |
| Monday November 12 |  
- Sources of Financing: Debt and Equity  
- Choosing the Right Location and Layout | Chapter 13 Chapter 14 |                                               |
| Monday November 19 |  
- Global Aspects of Entrepreneurship  
- Building a New Venture Team and Planning for the Next Generation  
- Review for Final Exam | Chapter 15 Chapter 16 |                                                                                   |
| Monday November 26 | Team Business Plan Presentations |                   | Graded Assignment: Business Plans (hard copy) due beginning of class. Team presentations given during class.* |
| Monday December 3  | Team Business Plan Presentations |                   |                                                                                 |
| Monday December 17 | Final Exam Chapters 9, 10, 11, 12, 13, 14, 15 & 16  
*You must take the Exams at the time scheduled* |                   | Bring a green Scantron card and a pencil.*                                      |

* PLEASE NOTE: NO LATE PAPERS WILL BE ACCEPTED, ALL EXAMS OR PRESENTATIONS MUST BE TAKEN OR PRESENTED AT THE TIME THEY ARE SCHEDULED.