

CISB5397 – Entrepreneurship May Term 2017 Syllabus

M/F 10:00 – 2:00, Room 251 Maguire, May 18 to June 2

Lecturer: Patricia Kriska

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Office hours Tues & Thurs after class; Shared adjunct office 106 Fincher

Entrepreneurship is designed as an interactive, hands-on class to provide an in-depth look at what it takes to start a successful entrepreneurial company. It is meant to bring together some of the basics of Marketing, Finance, Management and Accounting that you have already studied. The intended learning outcomes of this class are as follows:

1. To understand something about the nature of entrepreneurship and the characteristics of the successful entrepreneur
2. To gain the skills needed to identify and evaluate a business opportunity.
3. To gain the skill of constructing a Business Model Canvas and Professional Business Plan
4. To practice the specific presentation skills needed to pitch to investors.

By semester's end, you should be able to answer the following key questions:

What are entrepreneurial characteristics?

What are the components of a viable business concept?

How do you determine the market for your product or service?

As a start-up, how can you ASTONISH your customers?

How can you maximize the use of Social Media to market your company?

What is the difference between Profit and Cash Flow and why does it matter?

How much can you afford to risk?

Is your business a good investment for yourself (your own time and money) or an outside investor?

How much might your company be worth at the end of 3 years?

The class experience will include:

1. Lectures – Subject matter from the teacher's personal experience, research, case studies and practical concepts that can help an entrepreneur start his/her business in a thoughtful manner.
2. Practice – Real hands-on learning through interacting with entrepreneurs, potential customers, and industry mentors; interactions with guest speakers; discussion of cases, and in-class assignments.

3. Application

- Assignments are designed for both individual and team experiences.
- Lectures/exercises/formal assignments are designed to be the building blocks planning a new business
- Elevator Pitches and Business Plan Presentations will introduce students to the role of being investors

You will form teams of 3 or 4. Each team will work on an original business idea but there will be NO on campus food/goods delivery, NO on campus valet parking and NO on campus bike rental, also no project or partial year or part time businesses. You must have year-round operations and show considerable growth by the end of year 3.

Assignments will include: (1) A Business Model Canvas and Business Concept Assignment with Annotated Bibliography.

(2) Sales Forecast with year 1 monthly Financial Forecasts Years 2 and 3 Annual Total forecasts, financing plan, valuation & exit strategy

(3) In-depth Marketing Plan, and Mom Test Survey Questionnaire

(4) the complete Business Plan (5) Formal Business Plan Presentation including PowerPoint.

Assignments 1, 2 and 3 are part of the final Business Plan, in essence providing the opportunity for you to improve on your first attempt, if needed, and improve your grade.

Extra credit opportunities and a field trip are designed to get you out of the classroom and into the Dallas Entrepreneurial community. For extra credit, you may earn up to 2 points which will be added to your final average.

You must form your team by the time you submit your first assignment and **keep the same team** for the duration of the May Term semester. The business concept described in your first assignment is the one you must keep until the end of the term but you are encouraged to refine and tweak it as you go. If the idea does not appear viable as you progress, that's ok--- that's why we write a business plan before sinking time and money into a concept.

All assignments require research with properly formatted documentation. This class is one targeted to include University Curriculum Information Literacy Requirements.

Student Learning Objectives for CISB 5397: Students will be able to **gather market research, industry and competitor data, and demographic information**. Students will be able to **analyze data to determine feasibility of business plan**. Students will be able to **produce a business plan that includes appropriate citations**.

Information in both written and verbal format will be provided as each assignment is given. Time will be allotted at the end of most classes for questions. Supplemental materials and resources will be posted to Canvas.

Guest speakers and class discussion will provide additional insight into entrepreneurial traits and needed skills.

The schedule of topics is approximate. Guest speakers occasionally reschedule due to travel or other obligations. All Written Assignments will be posted to Canvas before midnight on the stated date, except the final business plan which will be printed and submitted in class. Late submissions are penalized at the rate of one letter grade per day. The weight of each assignment is indicated on the syllabus.

Weight of Assignments and Participation is as follows:

Participation, Attendance, in Class Work and Field 20%

Business Model Canvas and Concept 10%

Financial Forecast 15%

Marketing Plan 15%

Business Plan 30%

Presentation 10%

Extra Credit up to 3 points

Come to class with paper and pen. Pop quizzes and other class work must be written and turned in during class, not e-mailed from your laptop. I will sometimes call on students randomly to add to the class discussion and will often ask for volunteers.

Necessary course materials will be posted to canvas and distributed in class.

Recommended Reading includes: *Business Model Generation*, Alexander Osterwalder & Yves Pigneur, 2010, John Wiley & Sons.

The Mom Test, Rob Fitzpatrick, 2013, foundercentric.com.

Start Something That Matters. Blake Mycoskie, September 6, 2011. Spiegel & Grau.

Please note that Participation and in-class work count as a portion of your grade. Participation credit is awarded for attendance, participation in case, current article and other class discussion, attentive and respectful listening, and thoughtful questions of guest speakers as well as your peers' business plan presentations, and effective and timely participation in your group. I reserve the right to drop you from the class if you have 4 unexcused absences. See the university attendance policy at the end of this syllabus.

COMPUTER POLICY:

Students are encouraged to bring their computers to class to surf the net for adding insights into classroom discussions, but NOT TO do emails, chatting, and non-class related surfing. Also, **computers are to be closed during guest speaker talks.**

DISABILITY ACCOMMODATIONS:

Students needing academic accommodations for a disability must first contact Ms. Rebecca Marin, Coordinator, Services for Students with Disabilities (214-768-4557) to verify the disability and establish eligibility for accommodations. They should then schedule an appointment with the professor to make appropriate arrangements. (See University Policy No. 2.4.)

RELIGIOUS OBSERVANCE:

Religiously observant students wishing to be absent on holidays that require missing class should notify their professors in writing **at the beginning** of the semester, and should discuss with them, in advance, acceptable ways of making up any work missed because of the absence. (See University Policy No. 1.9.) *****EXCUSED ABSENCES FOR UNIVERSITY**

EXTRACURRICULAR ACTIVITIES:

Students participating in an officially sanctioned, scheduled University extracurricular activity should be given the opportunity to make up class assignments or other graded assignments missed as a result of their participation. It is the responsibility of the student to make arrangements with the instructor **prior** to any missed scheduled examination or other missed assignment for making up the work. *****CLASS ATTENDANCE (SMU Course Catalog)**

“Regular class attendance is required. The instructor of each class announces at the beginning of the course policies regarding the effect of class attendance on the student's standing in the course. These policies may include dropping a student from the course for nonattendance after a certain number of absences. All reasons for absence should be submitted at once to the instructor.

The satisfactory explanation of absence does not relieve a student from responsibility for the work of the course during his or her absences. A student who misses an announced test, examination, or laboratory period in a regular course of study and has the permission of the instructor may be given an opportunity to make up the work at the instructor's convenience. The instructor determines in all instances the extent to which absences and tardiness affect each student's grade.

Students may be dropped by a course instructor or academic dean for nonattendance or tardiness with a grade of W until the calendar deadline to drop. After the deadline, students must remain enrolled in the course.”