



CISB 2388: ENTREPRENEURSHIP CONCEPTS

2016 MAY TERM

May 12 – 27, 2016/1:00pm-5:00pm/Classroom: TBD

Tentative Syllabus

(Version 1- Revised 2/5/2016)

INSTRUCTORS: PRIMARY PROFESSOR SIMON MAK, PHD

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214-768-3326 (O)

Fincher Room 141

Office Hours: T 4:00-5:00pm, or by appointment

CATALOG DESCRIPTION:

CISB 2388. Entrepreneurship Concepts. Designed for non-business student, this course walks the student through the entrepreneurial process and introduces the student to concepts at each stage of the entrepreneurial process, including opportunity identification, opportunity evaluation, acquiring resources, launching and managing the new venture, and exit strategies. Students will also play the role of investors and learn to pitch to investors. Cox major cannot take this course for Cox credit.

STUDENT LEARNING OUTCOMES AND OBJECTIVES:

Entrepreneurship Concepts is designed as a hands-on, experiential class that provides a broad overview entrepreneurship. Specifically designed for non-business students, this course has no prerequisites and assumes no background in business subject matter. The intended learning outcomes of this class are as follows:

1. To understand basic concepts relating to entrepreneurship and the entrepreneurial process
2. To understand something about the entrepreneurial mindset and its impact on the entrepreneurial process
3. To gain the basic skills needed to identifying new business ideas
4. To gain the basic skills needed to evaluate new business ideas as viable business opportunities
5. To develop the basic skills of communicating to customers, entrepreneurs, and investors
6. To develop basic skills in acting the role of an investor

ORGANIZATION:

The course consists of four themes:

1. Current Trends/Events
 - a. In class discussions
 - b. Outside readings/exercises

2. Key Elements of Entrepreneurship
 - a. Definitions
 - b. The Entrepreneurial Process
 - c. The Entrepreneur
3. Case Studies
 - a. Live – Guest speakers will discuss their real-world entrepreneurial experiences
 - b. Optional readings from entrepreneurial authors
4. Assignments

Assignments are designed to walk students through the basics of the entrepreneurial process and communicating to customers and investors.

REQUIRED COURSE MATERIAL:

- Facebook Account – We will use for class discussions
- Online Reading
 - Daily Yahoo News – yahoo.com
 - www.businessmodelgeneration.com/canvas
 - Read the information in this website and be able to print and edit the Business Model Canvas document using Google docs
 - www.entrepreneur.com
 - Great source for current events related to entrepreneurship
- Online Video
 - Shark Tank episodes on www.abc.com, or on Channel 8
 - We will use this show for class discussions

OPTIONAL COURSE MATERIAL:

HELPFUL TEXT & BUSINESS PLAN SOFTWARE:

- *Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers* / Edition 1, by Alexander Osterwalder, Yves Pigneur
- *THE ART OF THE START*, by Kawasaki
- *BUSINESS PLAN PRO*, by Palo Alto Software

COURSE CONTENT:

1. Lectures – Subject matter from the teacher’s personal experience, research, and the optional materials will form the basis for the lectures and handouts. The purpose of the lectures is to teach practical concepts that can help an entrepreneur start his/her business in a **thoughtful** manner.
 - ❖ *“Suppose one of you wants to build a tower. Will he not first **sit down and estimate the cost to see if he has enough money to complete it?** For if he lays the foundation and is not able to finish it, everyone who sees it will ridicule him, saying, ‘This fellow began to build and was not able to finish.’ Luke 14:28-30 (NIV84)*
2. Practice – Real hands-on learning through interacting with entrepreneurs, potential customers, professional service providers, 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.
 - ❖ Students will gain experience contacting local entrepreneurs.
 - ❖ Creativity lectures/exercises/assignments are designed to be the building blocks for conceptualizing new business ideas
 - ❖ Elevator Pitches and Executive Summary Presentations will introduce students to the role of being investors

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.”

Excused Absence = 1) Medical OR 2) Interview w/Company Name → EMAIL ME WITHIN 24 HOURS

Since attendance is required, unexcused absences can only drop your grade so you will receive a -1 for each day absent, BUT I will allow 1 UNEXCUSED absences.

EVALUATION:

The grade for the class will be based upon the following deliverables:

• Top 10 Start-Up Ideas Paper (I)	10 points
• FB Online Elevator Pitch (I)	5 points
• FB BMC Presentation (I)	10 Points
• Segmentation Diagram Presentation (G)	10 points
• Sales Forecast Worksheet Presentation (G)	10 points
• Pitch Day 1 Presentation (G)	15 points
• Pitch Day 2 Presentation (G)	20 points
• Current Event Tweets (I)***	5 points
• Class Participation – Field Trip (I)	5 points
• Quiz (I)	10 points
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Total 100 points

Individual (I) = 40 points, Group (G) = 60 points

*****Current Events = All students will be randomly called upon to LEAD a discussion on a current event related to entrepreneurship and class learnings starting in DAY 3.**

BONUS OPPORTUNITES:

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| 1. WINNER Quick-Pitch Contest(I) | +1 point |
| 2. WINNER Online Elevator Pitch Contest (I) | +1 point |
| 3. WINNER Pitch Day 1 Contests (G) | +1 point |
| 4. WINNER Pitch Day 2 Contest (G) | +1 point |
| 5. Southwest Venture Forum – 5/28 (I) | +1 point |
| 6. Others - TBD | |

Unexcused Absences

-3 point/day off Total points

Peer Group Evaluation

Up to -5 points off final grade

No Late Papers/Presentations**Grading Scale:**

A: 93 or above	B+ : 87 to 89	C+ : 77 to 79	D+ : 67 to 69
A-: 90 to 92	B : 83 to 86	C : 73 to 76	D : 63 to 66
	B - : 80 to 82	C - : 70 to 72	D - : 60 to 62

Grade Disputes: Students have TWO (2) days after the posting of grades to make a formal dispute to the teacher. After this period, no grade disputes will be considered.

ACADEMIC HONESTY:

If it is determined that any portion of your work is directly taken from another source (online, previous business plans, etc), then your team will automatically receive an “F” for that assignment or you may be dropped from the class.

Signing the attendance sheet for an absent student is also considered a matter of academic honesty and all parties will receive a **FULL GRADE DEDUCTION** from your final grade.

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TENTATIVE SCHEDULE AND ASSIGNMENTS

Date	1 st Half	2 nd Half
THU 5/12 Class 1	- Entrepreneurship Fast-Track Overview - Business Concept Ideation Assignment - Homework - Top 10 New Start-Up Business Ideas - DUE: MON 5/16@1pm	Quick-Pitch Contest
FRI 5/13 Class 2	Market Research - Lecture (1-3:00pm) - Lab – Research Top 10 Ideas (3:30-5pm)	Workday – Top 10 ideas
MON 5/16 Class 3	- Introductions - Entrepreneurship Basics - TOP 10 Assignment DUE - Homework: Facebook Elevator Pitch Contest	Business Model Canvas & Video
TUE 5/17 Class 4	- Financial Projections - Case Study: InterCity	- Financial Projections - Workday
WED 5/18 Class 5	- Entrepreneurial Sales and Marketing - Bottom-Up Sales Forecast Worksheet - Assignment: TERM PROJECT - DUE WED 5/5@1pm	- Segmentation Diagram Workday - Sales Forecast Workday
THU 5/19 Class 6	Gather Resources - Labor & Org Chart - Raising Capital & Valuation - Exit Strategies	Guest Speaker
FRI 5/20 Class 7	Presentation - Segmentation Diagram - Bottom-Up Sale Forecast	WORKDAY
MON 5/23 Class 8	FIELD TRIP	
TUE 5/24 Class 9	Class Pitch Day 1 – To insiders	WORKDAY
WED 5/25 Class 10	- QUIZ - Entrepreneur Interviews	WORKDAY
THU 5/26 Class 11	Class Pitch Day 2 – To outsiders	Course Evals