

THE SMU  
ENTREPRENEUR COURSE



SMU  COX

STARTING  
A  
BUSINESS

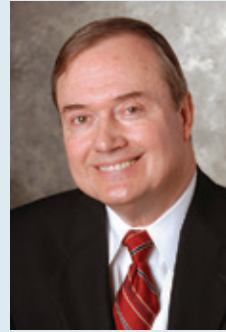
## FROM THE DIRECTOR

Join the ranks of people who, by ingenuity, commitment and perseverance, have built their own successful enterprises. For more than 40 years at the SMU Cox Caruth Institute for Entrepreneurship, we have been teaching budding entrepreneurs the basic knowledge, skills and tools they need to launch a business in our eight-week course, “Starting a Business.”

We hope you will achieve success, financial rewards, the self-fulfillment of creating your own business, and the satisfaction of providing employment opportunities to others. We want to help you realize your dream as fast as you are mentally, physically, emotionally and financially able to pursue it. We want you in control of your destiny.

Jerry White  
Director  
Caruth Institute for Entrepreneurship

Over the last 30 years, Jerry White has taught more than 20,000 aspiring and practicing entrepreneurs. He serves as chairman of the Southwest Venture Forum, co-founder and chairman of the Dallas 100™ Awards and founder and director of the Cox MBA Venture Fund. He is an independent management consultant specializing in entrepreneurial strategy and finance and has also served as a corporate director of numerous fast-growth entrepreneurial firms. White co-authored *The Entrepreneur’s Master Planning Guide* and *Administering the Closely Held Company*, and his articles have appeared in *Harvard Business Review*, *Journal of Small Business Management* and other publications.



Did you know that “Starting a Business” founder Jerry White also founded the SMU Cox MBA Venture Fund? The fund was one of the main reasons *Forbes* magazine named SMU #15 in its 2014 Most Entrepreneurial Universities list.

# COURSE TOPICS

## **Keys to Successful Entrepreneurship**

- Choosing the right business concept for you
- Understanding your window of opportunity
- Qualities of outstanding entrepreneurs

## **Succeeding in a Rapidly Changing Environment**

- Forces driving change
- Where to look for opportunities

## **Venture Financing**

- How much of your company do you give up?
- Terms sheets and definitive agreements
- Structuring a venture capital “deal”
- Equity architecture and wealth creation

## **Social Media Entrepreneurship**

- Putting your business on the web
- Ways to differentiate your web business
- Social media strategy is critical

## **Proprietorships, Partnerships, Corporations and LLCs**

- How to choose the legal form
- S Corporations, C Corporations and LLCs

## **Sales**

- Making the sales forecast actually happen
- Locating and using primary and secondary data

## **Business Concepts and Competitive Strategy**

- Dominance through differentiation
- Gaining sustainable competitive advantage

## **New Information for Entrepreneurs**

- Lean launch tactics
- Business model canvas
- Minimum viable product
- Business concept pivots
- Effectual entrepreneurship and affordable loss

## **Business Plan Preparation/Presentation**

- Why make one? What is it?
- Market, management, money

## **Preparing Financial Projections**

- Forecasting profit
- Projecting cash flow
- Calculating capital required
- Reducing capital needed

## **Essential Law for Entrepreneurs**

- Identifying sources of liability
- Avoiding the most common problems

## **Patents, Copyrights and Trademarks**

- Protecting your ideas
- What do patents cost? How long does it take?
- Copyrights and trademarks: what they protect

## **The Payoff**

- Exit strategies
- Going public, mergers and LBOs

## **Prior Guest Speakers**

- Garrett Boone, The Container Store
- David Litman, Hotels.com
- Sheryl Leach, Barney and Friends
- Phil Romano, Macaroni Grill and Eatzi's
- Virginia Cook, Virginia Cook Realtors
- Michael Rodriguez, Mi Cocina



## PROGRAM DETAILS

Starting a Business is an eight-week course beginning each October, February and June.

Tuesday evenings

7:00 p.m. – 10:00 p.m.

SMU Cox School of Business

Crow Building, Room 175

For specific program dates and to register, go to [smu.edu/sab](http://smu.edu/sab).

For questions, you may also call 214.768.3689.

## PAYMENT OPTIONS

The program fee is \$695, or \$620 each for two or more from the same group.

Register and pay online via credit card at [smu.edu/sab](http://smu.edu/sab). Or, send a check along with your name, address, phone and email to the Caruth Institute at the address on the back cover.

## WHO SHOULD ATTEND

- Employees tired of the uncertainty and stress of working for large companies
- Professionals who are unhappy with their jobs or have recently been downsized
- Individuals who have always dreamed of starting and building their own businesses
- Anyone with a great idea who isn't sure how to fully capitalize on it
- Those “flying by the seat of their pants” in the early stages of a new business

## HOW YOU WILL BENEFIT

- Identify and take advantage of your window of opportunity
- Learn critical skills to identify and improve a viable business concept
- Locate and gain access to sources of capital
- Network with outstanding individuals in the Dallas entrepreneurial community
- Gain exposure to state-of-the-art concepts and thinking
- Build your own business and create financial wealth and personal freedom





## ABOUT THE CARUTH INSTITUTE

W.W. Caruth, Jr. established the Caruth Institute for Entrepreneurship at SMU in August 1970. He created the center to help people:

- Learn by doing
- Experience the pleasures, thrills, excitement and satisfaction of building their own businesses
- Learn that business consists of putting yourself in a position to be lucky
- Learn to overcome every obstacle by your wits and intelligence and to accept adversity as a learning experience

The Institute offers education and training for today's entrepreneur who competes in a rapidly changing, fast-paced, technology-driven environment. We invite you to join the ranks of dynamic area entrepreneurs who have made the DFW Metroplex one of the nation's best places for business.

Learn more: [caruth.cox.smu.edu](http://caruth.cox.smu.edu)

## STARTING A BUSINESS

Caruth Institute for Entrepreneurship  
SMU Cox School of Business  
P.O. Box 750333  
Dallas, TX 75275-0333

For questions, please contact:  
Julianne Deering  
[caruth@cox.smu.edu](mailto:caruth@cox.smu.edu)  
214.768.3689

Register at [smu.edu/sab](http://smu.edu/sab)

