



CISB 5397: ENTREPRENEURSHIP CONCEPTS

2019 May TERM

May 16-31, 2019/Room TBD

Tentative Syllabus

INSTRUCTOR: Patricia Kriska

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Office Hours: T 3:00-5:00pm, or by appointment Rm. 106 Fincher

DESCRIPTION:

CISB 5397 Entrepreneurship. This course walks the student through the business planning process including formulating a workable concept, 3 years of financial forecasting and a detailed marketing plan, culminating in a professional business plan and investor pitch.

Additional course content will include current events and guest speakers.

STUDENT LEARNING OUTCOMES AND OBJECTIVES:

Entrepreneurship is designed as an interactive, hands-on class to provide an in-depth look at what it takes to start and run 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 what it takes to be a 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 quality business plan**
4. **To practice the specific presentation skills needed to pitch to investors.**

REQUIRED COURSE MATERIAL: Business Plan In A Day 3rd Edition, Rhonda Abrams; Planning Shop, 2013

Canvas – Materials will be provided both in class and on Canvas.

COURSE CONTENT:

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, interactions with guest speakers; discussion of cases, and in-class assignments.

By the end of the course you should be able to answer the following key questions:

Do you have entrepreneurial characteristics?

Why should your business be started?

Is there a substantial market for your product or service?

What will you do to ASTONISH your customers?

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

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

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?

You will form teams of **3 or 4**. Each team will work on an original business idea. Assignments will include: (1) A Business Model Canvas and Business Concept Assignment with Annotated Bibliography.

(2) Sales and Financial Forecast,

(3) In-depth Marketing Plan. The first 3 assignments will be submitted via **Canvas**.

(4) the complete Business Plan (7 pages plus appendices) with Verbal Presentation including PowerPoint. This assignment will be printed and presented “live” in class.

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** - Since MayTerm is so short, only absences due to "extreme circumstances" are excused → **MUST EMAIL ME WITHIN 24 HOURS**
- **Unexcused Absence** - I will allow **1 UNEXCUSED** absence; otherwise, -3 points from your final grade for the 2nd absence → **MUST EMAIL ME WITHIN 24 HOURS**
- **Total absence of 3 or more** may result in you being dropped from the class

EVALUATION:

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

CLASS PARTICIPATION

Attendance, Discussion,
Other Activities **10 points**

ASSIGNMENTS

Business Concept **10 points**

Financial Forecasts **20 points**

Marketing Plan **15 points**

Business Plan **35 points**

Investor Pitch **10 points**

Total 100 points

BONUS OPPORTUNITES Students will be able to earn up to a total of 3 extra points, added to the final average, by undertaking individual field trips. Details will be provided in a separate handout.

Unexcused Absences	-3 point per 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.