

**UNIVERSITY of NORTH TEXAS  
COLLEGE OF BUSINESS**

**MGMT 3850 - Entrepreneurship  
Sections 004 & 026, Spring 2019  
“Commercializing the Dream”**

**Instructor:** Professor Michael Sexton  
**Office:** 385a Business Leadership Building  
**Phone:** 940-565-4925 Office; 940-565-3803 Fax  
**E-mail:** [Michael.Sexton@unt.edu](mailto:Michael.Sexton@unt.edu). E-mail checked daily except Sunday.  
**Office Hours:** [Monday 12-2 pm, Tuesday & Thursday 3-5 pm, & Wednesday 10 am – 1 pm \(CST\).](#)  
Additional times by appointment.

**INTRODUCTION:**

**Entrepreneurship** (MGMT 3850) is a junior level, **Team Based**, research project-oriented course focusing on the initiation of new ventures and approaches to growth of existing firms through opportunity recognition, innovation, and change. The course emphasizes developing effective entrepreneurial skills and behaviors and includes the preparation of a comprehensive business plan (40 pages).

Prerequisites: Open to non-business majors. I recommend MGMT 3330 and MGMT 3820 as foundation courses.

**COURSE OBJECTIVES:**

- 1.) Know and understand the basic theory and principles of entrepreneurship and small business management;
- 2.) Conduct a feasibility study and prepare a business plan;
- 3.) Formulate and understand the process of implementing a strategic business plan;
- 4.) Conduct and prepare an industry and competitive analysis;
- 5.) Conduct small business managerial, marketing, operations, and financial problems;
- 6.) Work effectively with peers to develop and recommend specific, effective solutions to entrepreneurial problems;
- 7.) Learn how to deal effectively as entrepreneurial consultants.

**REQUIRED MATERIALS: Please rent the book.**

Scarborough, N.M. (2019). Essentials of Entrepreneurship and Small Business Management (9th. Ed.). Upper Saddle River, NY: Pearson Education Inc. ISBN 13: 9780134741086. (Additional readings, cases, and exercises will be distributed in class). You will be required to use **Microsoft Office Suite** and a PDF reader in this class. Business Plan Pro or similar software is not required.

**GROUND RULES:**

Integrity is a large part of entrepreneurship and the relationships we nurture. The class will engage in discovery, problem recognition, and the creation of marketable solutions. All students enrolled in this class are bound by a Non-Disclosure Agreement for a period of two years. We will not steal ideas from one another, but will build off of others to stimulate the imagination.

## METHOD OF INSTRUCTION:

Modules in the course will be conducted using the textbook, research, videos, guest speakers, exercises, articles and cases. Discussions will be used to elaborate on and extend the content of the readings, developing conceptual ideas and applying them to business situations. Articles and cases will deal with issues related to entrepreneurial problems. Recognize that each article/case is simply a record of an issue, which has been faced by business executives. It is not to be construed as portraying either correct or incorrect behaviors. Instead, these articles/cases contain the facts, opinions and prejudices upon which executive decisions have been made. As such, they will provide the basis for in-depth examination of particular issues and concepts.

For this method of instruction to work effectively, **you must have read and thought about all assigned material prior to attending class**. A good rule of thumb is to spend as twice as much time analysing and preparing the material as you do reading it.

## PERFORMANCE EVALUATION AND GRADING:

Your grade in this course will be determined by your performance on three exams, an integrative team project, three presentations, and the level and quality of your participation. Your grade will be calculated by adding the points earned (not percentage). The point distribution will be as follows:

Feasibility Study Pres	20
Elevator Pitch Pres	10
Integrative Team Project (3 pc. @ 50)	150
Final Project Presentation	40
Exams: 3 @ 150 each	<u>450</u>
Maximum Points Possible	670

<u>Final</u>	<u>Grade</u>
603 to 670	A
536 to 602.9	B
469 to 535.9	C
402 to 468.9	D
401.9 and below	F

## MEETING AND CLASS PARTICIPATION:

Various discussion techniques will be used in class. For these techniques to be effective, you must do the following:

**ATTEND** every team meeting (class), arriving on time so that it can start promptly. If you must be absent and have a reasonable excuse, please let the team know in advance. **Missing three meetings could result in a reduction of one letter grade. Missing five team meetings could result in automatic failure.** Plan ahead.

**PREPARE** for every meeting (class) so that you can contribute to the discussion and also appreciate what is being said. Adequate preparation requires more than simply reading the assigned material. Rather, you should have analyzed all the important issues, taken a position on them, and be prepared to support them. If you have been unable to prepare adequately let me know before the class.

**PARTICIPATE** in every meeting (class). You are responsible for making sure that you do. Participation can take many forms, including making a comment, questioning what has been said, and synthesizing what has been said. If a fellow student makes a point you disagree with, do not let it go unchallenged. Otherwise I will assume you concur, possibly to your peril.

Keep in mind that the amount of knowledge you gain from this course depends directly on your level of preparation and participation: you cannot participate if you do not attend meetings (class), and you cannot participate effectively if you have not prepared. Furthermore, the skills you develop through participation are as valuable as the techniques you learn in the course.

## **TEAM PROJECT AND PRESENTATIONS:**

### ***Remember learning to drive a car?***

You read the handbook, viewed the videos, and learned technique from others. Wow, it was VERY different actually getting behind the steering wheel and controlling the vehicle! This analogy is similar to writing business plans. The only way to learn to write a business plan is to actually perform the research, talk to subject matter experts, and write one.

### ***Why does it take so long to write a business plan?***

Can you imagine starting a new company and offering a product/service without understanding the industry, who the competitors are, who the customers are, and what laws we must obey? The reasonable person would say, no! That is why business plans take about 250-person hours to assemble. You will form a team to break up the work load and then integrate the pieces. Remember to save enough time to properly edit the work into one voice (remember BCOM?).

### ***What kind of company should we create?***

Online projects are pre-selected. Otherwise, I will allow just about anything that meets the standards of good taste and usefulness. Franchises are not allowed due to the fact that you do little of the background work. Once again, selecting the right team with complimentary skill sets is very important.

### ***Who chooses the team members?***

Teams are self selecting in my class, unless I need to step in. When you start a new firm on the street, you get to select your banker, accountant, lawyer, etc. I will make placements only when necessary. This team will remain in tact for the entire semester.

### ***How many people can we have?***

Teams function well with up to six members. I have allowed up to eight due to class size and grading considerations in a face-to-face section. Most teams lose a member along the way.

### ***What are the parameters of the report?***

**Integrative (new venture) project.** The project (business plan) is to be submitted electronically using MS Word and Excel. A professional report that (a) demonstrates a command and understanding of the business, the Industry, and competitors, (b) uses sound presentation logic and well thought through justifications, and (c) displays a liberal use of *appropriate* graphs, charts and tables, is expected. The written assignments must be submitted to my office (or designated area) on the day they are due. Late

submissions will not be accepted. All projects will be submitted to [www.turnitin.com](http://www.turnitin.com) in full compliance of university policy\*.

### ***What about the presentations?***

**The Feasibility Presentation** will utilize a Pecha Kucha format of 20 slides (images and words) with no more than 20 seconds for each slide. This format is gaining popularity at the corporate level due to forcing people to get to the point. Interested people will visit with you after the presentation, which saves time. You will use Power Point slides with speaker notes. Learn more at <http://www.pechakucha.org/faq>.

**The Elevator Pitch** is a two (2) minute version of the Pecha Kucha presentation. Imagine that you are on the TV show *Shark Tank* with Mark Cuban. You have two (2) minutes to get him excited about asking for more information in order to invest.

The final **Team Presentation** must be of the highest professional standards. Use of appropriate presentation mediums and captivating presentation style is essential. Your team's presentation will be graded based on the quality of (a) the content of the presentation, (b) the presentation style, and (c) the ability of the team to justify its position in the Q&A. All presentations will be made in the **Team** context. The method of submission (technology use), content, and length will be detailed later in the semester.

### ***How are peer evaluations utilized in this class?***

All of us have been on teams where someone did not contribute and expected the same grade. I will compute your grade for the project and final presentation based on the team grade and the peer evaluations that you receive. Students will not directly grade (A, B, etc.) one another but will provide me with feedback (and documentation) as to the percentage of contribution on a base of 100%. Credit for the report will not exceed 100% contribution.

Peer evaluations are due with the final report. In addition, peer evaluations will be randomly requested during the semester to monitor team processes. Teams may also initiate a peer evaluation to alert the instructor of issues. Removal from the team is possible, but rare. Warnings (using my criteria) usually correct the situation. **It is the team's responsibility to inform underperforming members of your concerns and the possible effects on individual grades.** We are all adults, so handle this with the proper care it deserves.

Students dropped from teams will be required to complete an entire business plan on their own and will NOT be permitted to make the feasibility presentation (20 points), or the final presentation (minus 30 points). Other options include dropping or failing the course.

### **ACCEPTABLE STUDENT BEHAVIOR:**

Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Center for Student Rights and Responsibilities to consider whether the student's conduct violated the Code of Student Conduct. The university's expectations for student conduct apply to all instructional forums, including university and electronic classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at [www.unt.edu/csrr](http://www.unt.edu/csrr).

## EXAMS (1, 2, and 3):

The three Exams are “knowledge-acquisition-application” oriented. That is, they are designed to “quickly” test your knowledge of entrepreneurship concepts and theories, certain key business concepts, or analytical tools. The objective is to ensure that all students “are on board” and are “staying up-to-date” with the instructor and the rest of the class. I may move the exams to the Canvas Learning System.

## COURSE RELATED E-MAIL MESSAGES\*

I will use the messages tool within the course to contact you. Canvas delivers my messages to your default [EUID@unt.edu](mailto:EUID@unt.edu) or [EUID@my.unt.edu](mailto:EUID@my.unt.edu) email account. It is your responsibility to check your default e-mail account three times weekly. Remember, I do not have administrative access to change your default e-mail account. Only you can make changes. Please consider the following example.

To: [Michael.Sexton@unt.edu](mailto:Michael.Sexton@unt.edu)  
From: [Good.Student@my.unt.edu](mailto:Good.Student@my.unt.edu)  
Title: MGMT 3850 Question About Peer Evaluation.

Dear Professor Sexton:

Did you receive my peer eval on Friday?  
Best, G.S.

\*Please keep in mind that my name is **Professor Sexton** and not “Hello,” “Hey,” “Hi,” “Yo,” or “Say There.”

## PRIVACY AND THE LAW:

Please keep in mind that we must follow the guidelines set forth by the Health Information Privacy and Portability Act (HIPPA, 1996) and the Federal Education Rights and Privacy Act (FERPA, 1974). Please do not reveal private information about others in class assignments and discussions posts. Ex-girlfriends, toad boyfriends, and drug addict parents cannot be identified by name or association, nor can they defend themselves. This activity exposes the University to law suits and will result in no points awarded and referral to the Provost and Dean of Students.

The class coordinators have received training in record keeping and will safe guard your personal information. Any information collected and stored by the instructional team will be used for University purposes only!

## CANVAS LEARNING SYSTEM GRADES:

Grades posted in the Canvas Learning System are unofficial. The instructional team will keep official grades (in spreadsheet form) in a secure location. This is to protect against hacking of the Canvas Learning System and destruction of grade reports. Official grades and Canvas Learning System grades should be equivalent (match). Please contact your Coordinator to discuss discrepancies. Check your grades weekly.

## **SUNDOWN RULE:**

You have two (2) weeks (from the due date) to inquire about your grade on an exam, assignment, or team project. The exception to this is the final exam where inquiring may extend into the new term. The purpose is to resolve any issue during the term and not wait until the last week of the term. Check your grades weekly in the Canvas Learning System.

## **TEAM LAB POLICIES:**

Team lab policies and color printing policies are located in the BLB labs. Violation of the policies could (read will) result in forfeiture of points in this class. Please do not print out the syllabus and handout material in the BLB labs. Project related (research, drafts, Power Point, etc.) printing is permitted.

## **EUID ACCESS AND PASSWORDS:**

Enterprise User Identification numbers (EUID's) and passwords are required to access this course. It is the student's responsibility to maintain a current EUID number and password. Keep in mind that the University will time out passwords every 120 days for security reasons. You may reset your password at <https://ams.unt.edu/>.

## **USE OF PERSONAL COMPUTERS:**

The student assumes ALL responsibility for the operating condition of personal computers and the functionality of individual Internet connections. The help desk is available to help solve personal computer issues and is located at <http://it.unt.edu/helpdesk>. The help desk web page has contact and hours of operations information displayed. In addition, ISP issues will be dealt with on an individual basis and will require documentation. Please modify pop-up blocker software.

## **USE OF THE CANVAS LEARNING SYSTEM:**

The student assumes ALL responsibility for accessing value added content and assignments within the Canvas Learning System. My office can offer general advice for students possessing basic personal computer (BCIS 2610) and Canvas Learning System® skills. The Center for Distance Learning has created a Canvas Learning System® tutorial available at [https://help.Canvas.com/Learn/Student/Watch\\_Videos](https://help.Canvas.com/Learn/Student/Watch_Videos).

## **DROPPING THE COURSE:**

If you decide it is necessary to drop the course, please adhere to the related guidelines presented in the *Spring 2019 Schedule of Classes – the University of North Texas*.

## **STUDENTS WITH DIFFERENT ABILITIES:**

The College of Business Administration complies with the Americans with Disabilities Act in making reasonable accommodation for qualified students with disabilities. If you have an established disability as defined in the Americans with Disabilities Act and would like to request accommodation, *please contact the course professor as soon as possible*. Office hours, locations, phone numbers, etc., are presented above. Note: University Policy requires that students notify their instructor(s) within the first week of class that an accommodation will be needed.

## **OFFICE OF DISABILITY ACCOMODATION:**

The course instructor works closely with and conforms to the strict guidelines of the Office of Disability Accommodation. Printed exams will be administered by the ODA at a location agreed upon by the client, the instructor, and ODA staff.

## **SCHOLASTIC DISHONESTY POLICY:**

The UNT Code of Student Conduct and Discipline provides penalties for misconduct by students, including academic dishonesty.

Academic dishonesty includes cheating and plagiarism.

The term cheating includes, but is not limited to, (1) use of any unauthorized assistance in taking quizzes, tests or examinations; (2) dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments; or (3) the acquisition, without permission, of tests or other academic material belonging to a faculty member or staff of the university.

The term plagiarism includes, but is not limited to, the use, by paragraph or direct quotation, of the published or unpublished work of another person without full and clear acknowledgment. It also includes the unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials\*. (Source: Code of Conduct and Discipline at the University of North Texas.)

The incident will be reported to the UNT Office of the Provost and the investigation will follow the outlined "Academic Integrity Process" as referenced at <http://www.vpaa.unt.edu/academic-integrity.htm> . If you have engaged in academic dishonesty related to this class, you will receive a failing grade on the test or assignment, and a failing grade in the course. This policy is intended to protect the honest student from unfair competition with unscrupulous individuals who might attempt to gain an advantage through cheating.

**\*Please Note:** I will use a plagiarism detection service (i.e. Turnitin.com) to scan your final project. This will be done in full compliance with university policy.

## **UNT COLLEGE of BUSINESS STUDENT ETHICS STATEMENT\*\*:**

As a student of the UNT College of Business, I will abide by all applicable policies of the University of North Texas, including the Student Standards of Academic Integrity, the Code of Student Conduct and Discipline and the Computer Use Policy. I understand that I am responsible reviewing the policies as provided by link below before participating in this course. I understand that I may be sanctioned for violations of any of these policies in accordance with procedures as defined in each policy.

I will not engage in any acts of academic dishonesty as defined in the Student Standards of Academic Integrity, including but not limited to using another's thoughts or words without proper attribution (plagiarism) or using works in violation of copyright laws. I agree that all assignments I submit to the instructor and all tests I take shall be performed solely by me, except where my instructor requires participation in a group project in which case, I will abide by the specific directives of the instructor regarding group participation.

While engaged in on-line coursework, I will respect the privacy of other students taking online courses and the integrity of the computer systems and other users' data. I will comply with the copyright



protection of licensed computer software. I will not intentionally obstruct, disrupt, or interfere with the teaching and learning that occurs on the website dedicated to this course through computer “hacking” or in any other manner.

I will not use the university information technology system in any manner that violates the UNT nondiscrimination and anti-sexual harassment policies. Further, I will not use the university information technology system to engage in verbal abuse, make threats, intimidate, harass, coerce, stalk or in any other manner which threatens or endangers the health, safety or welfare of any person. Speech protected by the First Amendment of the U.S. Constitution is not a violation of this provision, though fighting words and statements that reasonably threaten or endanger the health and safety of any person are not protected speech.

**\*\* I did not write this policy which displays terrible use of passive voice, sentence structure issues and other crimes against good writing. All COB courses are required to display this policy.**

Student Standards of Academic Integrity

[http://policy.unt.edu/sites/default/files/untpolicy/pdf/7-Student\\_Affairs-Academic\\_Integrity.pdf](http://policy.unt.edu/sites/default/files/untpolicy/pdf/7-Student_Affairs-Academic_Integrity.pdf)

Code of Student Conduct and Discipline

[http://conduct.unt.edu/sites/default/files/pdf/code\\_of\\_student\\_conduct.pdf](http://conduct.unt.edu/sites/default/files/pdf/code_of_student_conduct.pdf)

Computer Use Policy <http://policy.unt.edu/policy/3-10>

## **PANDEMIC, DISASTER, OR WEATHER CONDITIONS:**

The word “Pandemic” refers to health related emergencies as declared by the proper authorities. The word “Disaster” refers to either natural and man-made activities, or states of emergency affecting the population, as declared by the proper authorities (to include Zombie attacks). Weather conditions are declared by UNT authorities. We will continue to operate through normal Internet connections. Course timing and due dates adjustments will be made as required. I will contact you via telephone, Ham Radio, signal fires, semaphore, Canvas Learn® or www.My.Unt email platforms. No Carrier Pigeons will be used or harmed in this process. If you miss an assignment or exam, please refer to the class attendance policy.

## **EMERGENCY ALERTS POLICY:**

The University of North Texas has an emergency Notification System, [Eagle Alert](#), which has the capability of calling or text messaging emergency notices. As a student, you may also register with Eagle Alert to receive notification of any warnings or campus closings that are announced. Instructions for enrollment can be found at [my.unt.edu](http://my.unt.edu). The university's radio station, [KNTU 88.1 FM](#) and website <http://www.unt.edu>, will provide updated information during an emergency situation.

## **STUDENT PERCEPTIONS OF TEACHING (SPOT):**

The original SPOT committee was charged with providing to the Provost of the University of North Texas (UNT) a recommendation for an assessment tool to facilitate student evaluations of their instructors, allowing university-wide comparison in key areas. The SPOT's purpose is to provide a measure of teaching effectiveness as perceived by students. The SPOT scores for a particular instructor can be used for self evaluation and improvement and for measuring improvement over time. The scale scores can also be aggregated into group scores for use by administrators. In addition to providing needed information for UNT, the SPOT also satisfies the requirements of House Bill 2504 that calls for transparency in reporting and posting to the web.



**MGMT 3850 - Entrepreneurship**  
**Course Outline - Spring 2019<sup>1</sup>**

<b>Week</b>	<b>Date</b>	<b>Topic</b>	<b>Reading/Assignment</b>
<b>1</b>	Jan 14	<ul style="list-style-type: none"> <li>- Introduction &amp; Overview</li> <li>- Foundations of Entrepreneurship</li> <li>- Student introductions through discussion board</li> </ul>	Read the syllabus Text: Chapter 1 Think About Creating a New Business
<b>2</b>	Jan 21	<ul style="list-style-type: none"> <li>- Ethics and Social Responsibility</li> <li>- Creativity and Innovation</li> <li>- Form Teams</li> </ul>	Text: Chapter 2 Text: Chapter 3 Brainstorm with the Team
<b>3</b>	Jan 28	<ul style="list-style-type: none"> <li>- Ideas to Reality</li> </ul>	Text: Chapter 3 Brainstorm with the team <b>Submit BP Selection Today</b>
<b>4</b>	Feb 04	<ul style="list-style-type: none"> <li>- Feasibility Analysis and Business Model</li> <li>- Industry Analysis and Drivers of Change</li> </ul>	Text: Chapter 4 Brainstorm with Team <b>Submit Project Topic Peer Evaluations Due Today</b>
<b>5</b>	Feb 11	<ul style="list-style-type: none"> <li>- Business and Strategic Plans</li> <li>- Work on Team Business Plans</li> </ul>	Text: Chapter 5 Brainstorm with Team
<b>6</b>	Feb 18	<ul style="list-style-type: none"> <li>- <b>Exam #1 (chaps. 1, 2, 3, 4, &amp; 5, research methods, videos, business plan template/ chapters, and additional material)</b></li> <li>- Forms of Ownership</li> <li>- Work on Team Business Plan</li> </ul>	Online in Canvas Download lockdown browser Text: Chapter 6
<b>7</b>	Feb 25	<ul style="list-style-type: none"> <li>- Bootstrap Marketing Plan</li> <li>- Work on Business Plans</li> </ul>	Text: Chapter 9 <b>Part One Due Today @ 5 pm</b>
<b>8</b>	Mar 06	<ul style="list-style-type: none"> <li>- E-Commerce and the Entrepreneur</li> </ul>	Text: Chapter 10 <b>Presentation One Due Today</b> <b>Peer Evaluations Due Today</b>
<b>9</b>	Mar 11	<ul style="list-style-type: none"> <li>- Spring Break</li> </ul>	<b>University is Closed!</b>

<sup>1</sup>This schedule is not absolute. While every effort will be made to follow the schedule as listed, changes may be made as needed. It is your responsibility to be aware of any announced changes.

		- Run for the finish.	Lace up track shoes.
<b>10</b>	Mar 18	- Pricing and Credit Strategies - Work on Business Plans	Text: Chapter 11
<b>11</b>	Mar 25	- Creating a Successful Financial Plan - Work on Team Business Plans	Text: Chapter 12
<b>12</b>	Apr 01	- Managing Cash Flow - Work on Team Business Plans	Text: Chapter 13
<b>13</b>	Apr 08	- <b>Exam #2 (chaps. 6, 9, 10, 11, 12, videos, handouts, &amp; business plan template/ chapters)</b> - Choosing the Right Location	<b>Part Two Due Today</b> <b>Peer Evaluations Due Today</b> Text: Chapter 14
<b>14</b>	Apr 15	- Sources of Financing - Global Aspects of Entrepreneurship - Work on Team Business Plans	Text: Chapter 15 Text: Chapter 16
<b>15</b>	Apr 22	- New Venture Team and Generation Next - Work on Business Plans	Text: Chapter 17
<b>16</b>	Apr 29	- <b>Team Business Plans Due</b> - <b>Word and Excel files due today</b> - <b>Presentations due today</b>	<b>Part Three Due Today</b> Team Presentation Due Peer Evaluations Due Today
<b>17</b>	May 06	<b>Final Exam Today (chaps. 13, 14, 15, 16, &amp; 17, videos, and additional material)</b>	Online exam Lockdown Browser
<b>17</b>	May 10	Grades posted in BB.	

I wish you Success and Peace!

Team # \_\_\_\_\_

Name \_\_\_\_\_

Project: \_\_\_\_\_

Signature \_\_\_\_\_

### PARTICIPATION IN TEAM PROJECT

#### **GRADING SHEET INSTRUCTIONS:**

- \* Evaluate the performance of each team member (**starting with you**) using the following criteria.  
Did the individual display initiative while working on project?  
Did the individual attend scheduled meetings?  
Did the individual adequately complete assigned work?  
Did the individual foster team spirit?  
Did the individual contribute to project completion?
- \* You must distribute a total of  $[N \times 100]$  points among your team members based on each member's overall contribution to the team project.  $N$  = the number of individuals on your team. For example, if there are 8 members (**including you**) on the team, then the total number of points that must be distributed among the members of your team is:  $8 \times 100 = 800$ .
- \* For any team member whose points are significantly above or below the team average (i.e, greater than 110, or less than 85), please make specific comments indicating why the team member received that score.
- \* Fold the evaluation sheet and return it to the instructor with the finished report.

#### **PERFORMANCE EVALUATION MATRIX**

NAME OF TEAM MEMBER		POINTS ALLOCATED [Ensure that this column total = $[N \times 100]$ ]
1.	Your Name First	Points
2.		
3.		
4.		
5.		
6.		
7.		
8.		

Comments on **Highest** and **Lowest** rated team members.  
Please be as specific as possible to explain your rating

Member Name \_\_\_\_\_

Member Name \_\_\_\_\_

Member Name \_\_\_\_\_

Member Name \_\_\_\_\_

## INFORMATION ON BUSINESS PLAN PROJECT

1. All teams will submit an electronic copy of the report and follow the outline provided. Projects generally take a minimum of 250 hours of preparation time and run 30-45 pages for the project part of the plan not including financials. The entire project is spiral bound. There is a lot of business plan software available. Don't spend your time trying to use them. Use the format given in Scarborough as amended in class. It will save you time and help you get the grade you want.
2. Projects should be well thought out and assumptions should be reasonable and clearly delineated in your plan. Consistency is critical. Reading and re-writing is imperative to achieve consistency. All work should be professionally done on a laser printer and I like my Power Point slides 3 to a page. Make sure the "deal" is clearly defined—How much it will cost, how long it will take, what the payback is, etc.
3. Include a non-disclosure clause on the front page of the project. Exact wording should be "This business plan has been submitted on a confidential basis solely for the benefit of selected, highly qualified investors in connection with the private placement of the above securities and is not for use by any other persons. Neither may it be reproduced, stored, or copied in any form. By accepting delivery of this plan, the recipient agrees to return this copy to the address listed above if the recipient does not undertake to subscribe to the offering. Do not copy, fax, reproduce, or distribute without permission."
4. A letter of transmittal should be included immediately behind the confidentiality agreement in your project. The letter is on your company letterhead with a telephone number and web site URL. It should include the following points:

Here's a new venture plan on \_\_\_\_\_

Here's why it's a good opportunity

Ask them to read it

Tell them how good a deal it is

End the "pitch" paragraph with what kind of monetary figure is needed or what you are willing to give them in % ownership interest

Thank them

One group member should sign the letter as the contact person. For my purposes, create a footer with all team members' names.

5. Graphics should be included help tell your story and most can be cut and pasted into the report. Some may need to be scanned in, not Xeroxed (charts for market potential or industry growth would be good examples). Organizational charts generally are more desirable than writing out all the information. Full sized exhibits do not count against page count. (i.e. page 26, 26b, 26c, 27, etc.)
6. Photographs are o.k. to include if you have a significantly different product or need to show something unusual about a location. Each photo should take no more than 1/6 of a page and there should be no more than three pictures in the body of the paper. Others may be included in the appendix.
7. Use 1" margins on the left (as if for binding) and 1" on other sides. All levels one, two, and three headings will be left justified. Use ¼ inch indentions for emphasis and bullet points. Use 12-point

font, single character spacing and APA parenthetical citation style (end of sentence or paragraph). This will make submission to [www.Turnitin.com](http://www.Turnitin.com) easier to rectify. You will still create an APA style "Works Cited" section in business plan chapter 15. The appendices will start in chapter 17.

8. Appendix chapter 17—generally anything over one page will go in the appendix. Start with special sections for HR, equipment, market research, etc. (numbered). The general appendix will include the first printed page of every reference (on-line) you use to write the business plan. Do not waste your time by scanning in general appendix pages or page numbering the general appendix. **Remember, the appendix will be included in the hard copy, but not included in the electronic file submitted for [www.Turnitin.com](http://www.Turnitin.com).**
9. Financial forecasts spreadsheets will follow industry models in the library desk references. If you know your assumptions, Revenue and Expenses can tell how you're doing and will influence your financing plan. Written assumptions should be included (footers) to verify from where numbers are derived. Don't forget the break-even and ratio analyses.

Evaluation—

Did you follow the format in the book and as instructed?

Is it realistic?

Is it professionally done? Is the grammar and spelling correct?

Is it well thought out?

Is it consistent?

Is the "deal" clearly defined—how much \$, for how long, when and how are you going to pay it back?

Technical

Artistic

Absolute ranking

#### **ENTREPRENEURSHIP PROJECT SUBMISSION FORMAT:**

1. Cover page with team number and company logo.
2. Non-disclosure statement.
3. Letter of Transmittal (to Professor \_\_\_\_\_, and not a memo):
  - a. Company logo, address, telephone number, and web site
  - b. One point of contact
  - c. One signature
  - d. Team members' names in textbox footer
4. Table of Contents (i).
5. Table of Figures (ii).
6. Executive Summary (starting with page 1).
7. Business plan as instructed in class.
8. Electronic file of Exact Report and Works Cited sent to professor minus licenses, permits, forms, floor plan layout, resumes, Infographic, other graphics, brochures, and appendix items.

## **ENTREPRENEURSHIP PROJECT TABLE OF CONTENTS:**

### **1. The Executive Summary**

- a. Company name, address and telephone number.
- b. Name(s), addresses, and telephone numbers of key people
- c. Brief description of the business, its products and services, customer problems solved, and the company's competitive advantage.
- d. Brief overview of the market for your product and services.
- e. Brief overview of the strategies that will make your company successful.
- f. Brief description of the managerial and technical expertise of key people.
- g. Brief statement of the financial request and how the money will be used.
- h. Charts or tables showing highlights of financial forecasts.

### **2. Vision and Mission**

- a. Entrepreneur's vision for the company
- b. "What business are we in?"
- c. Values and principles on which the business stands
- d. What makes the business unique? What is the source of its competitive advantage?

### **3. Company History**

- a. Company founding. (You met in class, formed a team, explored options, conducted research, and wrote the BP)
- b. Financial and operating highlights
- c. Significant achievements

### **4. Company Products and Services**

- a. Description
  - 1. Product or service features
  - 2. Customer benefits
  - 3. Warranties and guarantees
  - 4. Unique sell proposition (USP)
- b. Patent or trademark protection
- c. Description of production process (if applicable)
  - 1. Raw materials
  - 2. Costs
  - 3. Key suppliers
  - 4. Lead times
- d. Future product or service offerings

### **5. Industry Profile and Overview**

- a. Industry analysis
  - 1. Industry background and overview
  - 2. Significant trends
  - 3. Growth rate
  - 4. Porter's Five Forces
  - 5. Drivers of Change
  - 6. Barriers to entry or exit
  - 7. Key success factors
- b. Outlook for the future
- c. Stage of growth (start-up, growth, mature industry?)

### **6. Competitor Analysis**

- a. Existing competitors (Primary and secondary)
  - 1. Who are they? Create a competitive profile matrix from SWOT.
  - 2. Strengths
  - 3. Weaknesses



- b. Potential competitors (Companies that might enter the market)
  - 1. Who are they?
  - 2. Impact on your business if they enter?

## 7. Business Strategy

- a. Desired image and position in market
- b. Company goals and objectives
  - 1. Operational
  - 2. Financial
  - 3. Other
- c. SWOT analysis on firm (With matrix)
  - 1. Strengths
  - 2. Weaknesses
  - 3. Opportunities
  - 4. Threats (Including Governmental actions)
- d. Competitive Strategy (Use *Porter's Generic Model of Competition* and pick a box. Where are you?)
  - 1. Cost leadership
  - 2. Differentiation
  - 3. Focus

## 8. Marketing Strategy

- a. Target market
  - 1. Problem to be solved or benefit to be offered
  - 2. Demographic profile
  - 3. Other significant customer characteristics
- b. Customer's motivation to buy
- c. Market size and trends
  - 1. How large is the market?
  - 2. Is it growing or shrinking? How fast?
- d. Personal selling efforts
  - 1. Sales force size, recruitment, and training
  - 2. Sales force compensation
  - 3. Number of calls per sale
  - 4. Amount of average sale
- e. Advertising and promotion
  - 1. Media used (reader, viewer, listener profiles)
  - 2. Media costs
  - 3. Frequency of usage
  - 4. Plans for generating publicity (free-of-charge)
  - 5. Sample infographic (tells your story on one page)
  - 6. Sample brochure
- f. Pricing
  - 1. Cost structure
    - a. Fixed
    - b. Variable
  - 2. Desired image in market
  - 3. Comparison against competitor's prices
  - 4. Discounts (coupons at initial introduction?)
  - 5. Gross profit margin
- g. Distribution strategy (if applicable)
  - 1. Channels of distribution used
  - 2. Sales techniques and incentives for intermediaries
- h. Test market results
  - 1. Surveys (copy of blank survey)
  - 2. Customer feedback on prototypes
  - 3. Focus groups

- i. Customer orders or letters of support

## **9. Location and Layout**

- a. Location
  - 1. Demographic analysis of location vs target customer profile
  - 2. Traffic count
  - 3. Lease/ rental rates
  - 4. Labor needs and supply
  - 5. Wage rates
- b. Layout
  - 1. Size requirements
  - 2. Americans with Disabilities Act compliance (ADA)
  - 3. Ergonomics issues
  - 4. Layout floorplan (may use Power Point and print)

## **10. Description of Management Team**

- a. Key managers and employees
  - 1. Their backgrounds
  - 2. Experience, skills, and know-how they bring to the company
- b. Resumes of key managers and employees (not entire team)
- c. Future additions to management team
- d. Board of directors or advisers

## **11. Plan of Operation**

- a. Form of ownership chosen and reasoning (why)
- b. Company structure (organization chart)
- c. Decision-making authority (major issues or dollar amounts)
- d. Compensation and benefits packages
- e. Staffing plans

## **12. The Financial Forecasts**

- a. Key assumptions
- b. Financial statements
  - 1. **Income Statements** (Monthly year one all on one-page, quarterly years 2-3)
  - 2. **Balance Sheets** (Quarterly years 1-2-3)
  - 3. **Statements of Cash Flows** (quarterly for years 1-2-3)
- c. Break-even analysis
- d. Ratio analysis with comparison to industry averages

## **13. Loan or Investment Proposal**

- a. Amount requested
- b. Purpose and uses of funds
- c. Repayment or "Cash out" schedule (exit strategy)
- d. Timetable for implementing plan and launching the business (Gantt Chart or similar)

## **14. Critical Risks** (What could go wrong and how that is handled)

## **15. Works Cited** (APA format)

## **16. Licenses, Permits, and Forms** (blank DBA, tax collection, LLC, etc. Everything to open this business.)

## **17. Appendix**