

Management 425
Business Planning for New Ventures
Spring semester, 2010
T, Th 1230-145p UCB 114

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Course description: “Development of a business plan for a new venture with attention to form of business organization; competitive advantage; accounting systems and controls; financial, marketing, human relations, operations and risk management; government regulation and compliance; social responsibility. Identification of sponsors and sources of help for small business.”
(UHH General Catalog)

Prerequisites and requirements:

COM 251, ENG 209, and (ECON 130 or BUS 100).

Familiarity with basic principles of economics and business law

Proficiency in college-level English

Ability to spend significant research time outside of class, both on and off campus.

In class:

No open laptops.

Please arrive on time, and wait until class is over before putting your things away.

Please turn cell phone ringers off and put cell phones away.

Learning Objectives:

Identify ethically sound, beneficial business opportunities

Recognize and describe common startup mistakes

Retrieve appropriate, relevant information and assistance

Evaluate your own inclinations and abilities, and decide whether and under what conditions you really want to be an entrepreneur

Write a complete, thoroughly researched business plan

We will enter at least one business plan, the statewide competition held at UH Manoa.

See <http://www.shidler.hawaii.edu/Default.aspx?tabid=645> In 2006 a team from this class won first place and \$1,000 in the undergraduate division.

Text:

Mullins, J.W. 2008. The new business road test: What entrepreneurs and executives should do before writing a business plan. ISBN: 0273708058

Mullins, J.W. And Komisar, R. 2009. Getting to Plan B: Breaking through to a better business model. ISBN: 1422126692.

Attendance & Participation

This is a senior-level university class. Attendance and participation are expected, and are necessary to pass the course. Appropriate participation can include insightful comments, relevant anecdotes, or just **listening politely and respectfully** to what others have to say. Doing any of the following during class will count as an absence. More than one incident will require a reevaluation of your enrollment in the course.

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| 1. talking during non-discussion times | 2. Having a laptop open. |
| 3. reading or studying during class time | 4. Having a cell phone out |
| 5. being more than 5 minutes late, leaving or getting ready to leave early | 6. Having a cell phone or other device make noise |
| 7. making rude comments that denigrate or embarrass others. | 8. Wearing headphones in one or both ears |

Late assignments are not accepted.

Just like in real life.

This course requires commitment (and transportation) You must be able to meet with others outside of class time, and you must be able to get to downtown Hilo for our visits to the Small Business Development Center and other organizations.

Students with documented disabilities

If you have a documented disability and would like to request accommodations, please contact the University Disability Services Office (933-0816 (V), 933-3334 (TTY), Campus Center Room 311) **as early in the semester as possible.**

Academic dishonesty can have serious consequences, up to and including expulsion and even the revocation of an awarded degree. See the UHH Student Conduct Code at http://www.uhh.hawaii.edu/uhh/accreditation/documents/uhhstudentconductcode_001.doc.

Grading scale:

A:	920-1,000	B-:	800-819	D:	620-699
A-:	900-919	C+:	780-799	D-:	600-619
B+:	880-899	C:	720-779	F:	<600
B:	820-879	C-:	700-719		

WK	Activities		Due Dates
1	p. 49 questions	50	1/12: Intro,: Business plan competition 1/14 Library Tour; read Chapters 1& 2 of TNBRT, answer the questions on p. 49 as well as you can before Tuesday, bring to facility tour
2	p. 79 questions	50	1/19 Visit Arc of Hilo facility (12:45), Ch 3 of TNBRT 1/21 Answers to questions on p. 75. TNBRT Ch. 4
3	p. 101 questions Shidler registration p. 127 questions	50 50 50	1/26 Answers to questions on p. 101. TNBRT Ch. 5. 1/28 Online registration for Shidler, answers to p. 127 TNBRT Ch. 6
4	p. 145 questions p. 170 questions	50 50	2/2 Answers to questions on p.145 , read TNBRT Ch. 7 2/4 Hogan statement of intent, Answers to questions on p. 170 , read TNBRT Ch. 8
5	p. 187 questions p. p. 222-223 questions	50 50	2/9 Answers to questions on p. 187 Read TNBRT Ch. 9, 10 2/11 How will you correct your plan's "red flags?" discuss exec summary
6	Executive summary	50	2/16 Final registration for Shidler, exec summary due Read Ch. 11 TNBRT 2/18 In classDiscuss market research, Read Ch. 12 TNBRT
7	p. 242-243 questions p. 246-252 questions	50 50	2/23 Market analysis worksheet p. 242-243 , read Ch. 13 TNBRT, determine primary mkt research needs 2/25 Industry analysis checklist with references cited 246-253 read Ch. 14,15 TNBRT
8	p. 266 questions Business plan version 1 LAST WEEK TO DROP	50 50	3/2 Shidler semifinalists announced Market research questions p. 266 3/4 Hogan business plan due Read GTPB Intro
9			3/9 Market research 3/11 Market research
10	Market research activity	50	3/16 Plan B individual chapter discussions 3/18 Plan B peer work : Revision plans
11	Market research analysis	50	3/30 Hogan semifinalists announced , continue revisions 4/1 Continue BP revisions, integrate market research
12	Business plan version 2	100	4/6 Continue BP revisions, integrate market research 4/8 Shidler business plan deadline
13			4/13 Hogan finalist presentation 4/15
14			4/20 4/22 Shidler semifinalist oral presentations
15	Monday, 4/26, rehearsal for Shidler finalists.		4/27 4/29 Shidler final competition and awards ceremony
16	Final presentation	100	05/04 Final 10 minute presentations