

**Sierra Nevada College Department of Business
Syllabus for ENTP 313 - Creating New Ventures
Semester: Spring 2010**

General Information:

Course Code & No. - Section:	ENTP 313 – Section 1
Course Title (Credits):	Creating New Ventures
Term & Year:	Spring 2010
Course Ref. No. (CRN):	10013
Instructor:	Professor Richard Normington
Phone(s):	Ext. 7449 (office); 775-233-3571 (cell)
Email:	Rick.Normington@sbcglobal.net
Office:	TCES222
Office Hours:	Tuesday and Thursday, 8:30am - 4:00 pm or by appointment
Class Meeting Time:	Monday/Wednesday 1:00 pm – 2:15 pm
Location:	TCES215
Prerequisites:	ENTP 311 or ENTP 211 or CORE202
Corequisites:	None

Course Description:

This course is the advanced Entrepreneurship course majors and builds on the threshold knowledge and skills explored in Entrepreneurship 211, 311, or CORE202 (three names for the same class) . It examines how new businesses are started, identifying the issues, concepts, principles, practices and tools/techniques/skills that are relevant for start-up and early stage entrepreneurs. Objectives include understanding entrepreneurs, seeking and evaluating opportunities for new ventures, and gathering the resources needed to convert those opportunities to new ventures. Students will develop and defend an “entrepreneurial venture” before a live audience.

Student Course Outcomes: Students will be able to:

1. Select a business idea, develop an associated business plan and defend the oral presentation of the business plan.
2. Identify and determine what entrepreneurs need to know about the critical driving forces in creating new ventures.
3. Identify how successful entrepreneurs and investors create, find and differentiate profitable and durable opportunities from “just another good idea”, and how opportunities evolve over time.
4. Evaluate and determine how successful entrepreneurs and investors create and build value for themselves and others.
5. Identify and determine the necessary financial and non-financial resources available for new ventures, identify the criteria they use to screen and evaluate proposals, their attractiveness and risk, and how to obtain start-up and early growth capital.
6. Determine the critical tasks to be accomplished, the hurdles to be overcome during the start-up and early growth, and what has to happen to succeed.
7. Identify the future consequences of decisions made by entrepreneurs at each point in time; options that are precluded or preserved, and the nastier minefields and pitfalls one has to anticipate, prepare for and respond to.

Required Texts/Course Materials:

Longnecker et al., Small Business Management, 1st edition, 2006, Thomson Southwestern

Recommended but not required:

1. Abrams, Rhonda (2003). *The Successful Business Plan: Secrets and Strategies* (4th Edition), The Planning Shop, Palo Alto, CA 94301.
2. Abrams, Rhonda (2003). *That Business Should I Start. 7 Steps to discovering the ideal business for you.* The Planning Shop, Palo Alto, CA 94301.
3. Guy Kawasaki, *The Art of the Start*

Instructional Strategies:

This class will use lectures, reading assignments, team projects, case studies, class discussions, videos, guest speakers, and exercises to teach course concepts and materials.

Special Accommodations:

In accordance with the American with Disabilities Act and Section 504 of the Rehabilitation Act of 1973, students with a documented disability are eligible for support services and accommodations. Services for students with disabilities are offered through the Student Assistance Services office at 999 Tahoe Boulevard. Normal hours are Monday through Friday, 8 to 5, with accommodation for after hour appointments as well. Possible accommodations for disabilities include extended testing time, test taking in isolation, computer use for test taking, tape recorders in class, study skills counseling, and share note taking in classes. If a student wishes to request an accommodation in one of his or her classes, the student may contact the Student Assistance Coordinator, Henry Conover, at x7434 for an immediate appointment.

Class Requirements and Assumptions:Attendance, Participation, and Attitude:

Attendance, participation, and positive attitude in class are required. The classroom is in essence practice for the “real world.” Participation in class discussions is particularly crucial to success in this class. Punctual attendance is expected of all students at the lectures, in-class exercises, project presentations, assigned presentations and any other class related activity. Frequent absences and tardiness will significantly affect a student’s class performance, hence the end of course grade. Again attendance is required and rewarded and each student is responsible for all classroom lecture material, including guest speaker input. **Students are allowed three unexcused absences. Each absence will result in a loss of points, but each unexcused absence after the third will result in an additional reduction of the final course grade.**

It is the responsibility of each student to obtain approval from the professor for an absence prior to the missed class, to furnish an acceptable explanation or written evidence, and to submit work that will be missed. Absence from the class does NOT excuse any student from due assignments, quizzes, in-class exercises, projects, or exams scheduled during the missed class period. Make-ups for assignments, quizzes, presentations, and in-class exercises will normally not be granted for absences. Make-ups (for examinations only) will be made/rescheduled at the discretion of the instructor, and only if the instructor receives at least a one-week advance notice that the student will not take the particular exam as scheduled.

Written Work and Presentations Requirements:

All written requirements—assignments, projects, papers, etc., -- MUST be typed with double spacing. Sample formats will be provided electronically for essays and reflective journals. Any assignment that is NOT typed will NOT be graded. All written work submitted for grading must be original copy. All written work will become the property of the professor. Students wishing to retain a copy of the assignment should make a copy prior to submitting the work for grading. All work, assignments, and other requirements submitted for grading must be of professional quality, although folders or binders are not necessary. Students will be expected to use spell-check and grammar check on all work submitted. All work submitted for grading will be returned to the student for a brief period in the class for the student’s review and information. The written work and examinations will be returned only to the student named on the work.

All assignments are due at the beginning of the class period on the date indicated in the tentative schedule. Written work submitted during or after the class period will be considered late except as the professor may agree. Late assignments, reports, and/or projects may at the professor’s discretion be graded down significantly. Assignments may be turned in early. Students are urged to jointly and collaboratively work together on case study analysis, team projects, and assignments. Details of all assignments and projects will be explained in the syllabus or subsequent attachments.

Examinations:

All examinations will be based on assigned readings from the textbook, lectures, and guest speakers. Make-ups for examinations are discouraged. However, for special circumstances, make-ups will be made/rescheduled at the discretion of the instructor and only if the instructor receives significant advance notice that a student is unable to take the particular exam as scheduled.

Academic Honesty/Plagiarism Policy:

Sierra Nevada College’s Academic Honesty/Plagiarism Policy will be adhered to in this class. Students in this course, as well as other courses, should be aware of strong sanctions against plagiarism as stated in the current Student Handbook. Plagiarism will result in an automatic “F” in the course work and possible expulsion from Sierra Nevada College. In this context, forms of academic dishonesty include, but are not limited to:

1. Cheating on tests, exams, case studies, and other class work.
2. Assisting in plagiarism (preparing work for another student to submit as his/her own)
3. Collusion.

A written statement of the official policies, procedures, and processes related to Academic Honesty can be found in the SNC 2009-10 Catalog, pp. 47-49.

Class Assumptions:

1. The student is serious about pursuit of educational goals, degree, and classes at Sierra Nevada College, and is their top priority over any other professional and personal commitments including interpersonal relations, skiing or snowboarding, extra curricular activities, and employment.
2. The student is knowledgeable about using the Internet, in class technology tools, and the library to research specific information required in the fulfillment of the course requirements.
3. The student has the knowledge designated as prerequisite to take this class and is competent in Microsoft Office.
4. The student is responsible for all of the material in textbooks, assignments due, and any material covered in class lectures, presentations, and discussions.
5. The student is responsible and is willing to adhere to the requirements and guidelines stated in this syllabus.

In-Class Distractions

Students are expected to be sincere and attentive and should not behave in a manner that would result into distractions in class. Students should either turn-off their cell phones or put them in silent or vibration mode to avoid distracting other students by ringing or beeping in class. During the lectures or presentations, students should provide the respect to the lecturer and/or presenters by not talking amongst themselves. Class time should not be used for personal e-mail, web surfing, texting, or other computer-based activities that are not specifically course related. This means: If you are not taking notes for this class, you should not have your computer on!

Approximate Timetable and Schedule of Class Activities:

The order of topics, tests, assignments, etc. is presented in this syllabus. Every effort will be made to stay on scheduled with the syllabus. However, the professor reserves the right to make changes in the syllabus as the semester progresses and the particular needs of the class emerge. These changes will be announced in class. It is the responsibility of the individual student to stay informed about any changes in topic order, tests dates, etc. All this rather legal sounding "stuff" is being put forth in writing to assist you. By clearly presenting the mechanics of the course at the beginning, there will be no misunderstandings and we can concentrate on the substance of the course. It should also assist you in performing at your highest level of scholarship.

Grades:

The student's final grade will be based upon the following scale:

97 – 100%	A+	94 – 96%	A	90 – 93%	A-
87 – 89%	B+	84 – 86%	B	80 – 83%	B-
77 – 79%	C+	74 – 76%	C	70 – 73%	C-
67 – 69%	D+	64 – 66%	D	60 – 63%	D-
				Below 60%	F

Course Requirements and Methods of Evaluation:

The achievement of course objectives will be assessed as follows:

Attendance and Class Participation	6%
Personal Initiative (Reflective Journals, reading summaries, drafts of BP sections)	9%
Mini BP	5%
Interview with an entrepreneur or non-profit manager	10%
Midterm exam	20%
Completed full Business Plan	40%
Business Plan Presentation (Before or during the scheduled Final Exam period)	10%
Total	100%

ENT313/410 Class Schedule

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Class	Date	Reading for Class Preparation	Themes / Activities / Assignments Due
1	1/18		No class: MLK Birthday
2	1/20	Syllabus	Syllabus and course overview
3	1/25	Longnecker, ch. 1	
4	1/27	Longnecker, ch. 2	
5	2/1	Longnecker, ch. 3	
6	2/3	NCET website: Gov. Cup BP format	Anatomy of a Business Plan
7	2/8		MiniBP for proposed venture due
8	2/10	Chs 4 & 5	
9	2/15	President's Day – no class	
10	2/17	Chs 6 & 7	First draft due: BP Company/Org Overview
11	2/22	Ch. 8	
12	2/24	Ch. 9	
13	3/1	Ch. 10 & 11	First draft: BP Products/ Services
14	3/3		
15	3/8		Midterm due: critique of Vertical Ventures case
16	3/10	Ch. 12	First draft: BP Market and Competitive Analysis
	3/15-3/19		Spring Break
17	3/22		Summary of key learnings from interview with a

			entrepreneur, small business owner, or manager of a non-profit organization.
18	3/24	Ch. 13 & 14	First Draft due: Operating strategies/plans
19	3/29	Ch. 15, 16 & 21	
20	3/31		First draft due: Critical Risks
21	4/5	Ch. 23	
22	4/7		
23	4/12		Pro Forma financial statements due
24	4/14		
25	4/19		
26	4/21		Completed BP due
27	4/26		BP PP presentations
28	4/28		BP PP presentations
29	5/3		BP PP presentations
30	5/5		
Final	TBD		BP PP presentations