

# Syllabus CDAE 267 Strategic Planning for Community Entrepreneurs

**Class time:** 10:00am to 11:15am T R MORRIL 010

**Course Instructor:** Dr. Chyi-lyi (Kathleen) Liang, 103 C Morrill Hall  
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Office hour: Tuesday & Thursday 8:40am to 9:45am  
By appointment

**Course Consultant:** Dr. Paul Dunn, Distinguished Professor of Entrepreneurship, The University of Louisiana at Monroe, (318) 3421224, [dunn@ulm.edu](mailto:dunn@ulm.edu)

**Other resources:**

Mr. Scott Schaffer, Librarian in Bailey Howe Library, [sschaffe@zoo.uvm.edu](mailto:sschaffe@zoo.uvm.edu)

Dr. Trina Magi, Library Professor in Bailey Howe Library, [Trina.Magi@uvm.edu](mailto:Trina.Magi@uvm.edu)

**Prerequisites:** Senior Standing, Entrepreneurship major or minor, or instructor permission

**Course Objectives:**

We are facing a very difficult time where decisions need to be made given limited resources. The economic situations around the world are challenging in this time period. Many people are looking for alternatives to create new opportunities. This course offers everyone a chance to create your own opportunities. The focal points of this class are “strategies” and “strategic resources”. By the time you complete this course, you should:

1. Be able to adapt critical thinking involving in entrepreneurial activities in a professional manner,
2. Understand the necessity of sound planning before embarking on a business venture,
3. Have acquired specific skills and experience in gathering and analyzing data from primary and secondary sources as an independent entrepreneur,
4. Be able to use the computer packages to help you analyze data,
5. Be able to write and assemble a business plan containing the principle elements needed by a banker or venture capitalist to evaluate the potential success,
6. Be confident to explain your business ideas in front of a diverse audience throughout the semester.

**Course Structure:**

The course has a non-traditional format compared with other courses on campus. We spend more time on “learning by doing”.

**1. Lectures:**

There will be several lectures associated with various Business concepts in this course. All of the lectures are designed to apply the fundamental knowledge and skills learned from pre-requisite courses. Our lectures will focus on creativity, motivation, and critical thinking; i.e. provide you the opportunities to develop a decision making process which can be applied in any real world situation.

**2. Library Research:**

There will be scheduled sessions for Library Research relating to Marketing, Operation, and Finance. These research sessions are designed to help familiarize you with the information/data that can be obtained through various sources.

**3. Presentation:**

There are several presentations for everyone to participate in this course. Please check your schedule for the time of the presentation. Specific topics of the presentations will be assigned in classes. You are required to wear **appropriate business attire** for the presentation. The purposes of the presentation include:

- To practice personal and communication skills
- To exercise knowledge and training in entrepreneurship contents
- To exchange ideas and information with colleagues
- To improve your own business ideas and business plan

There will be three short presentations as progress reports, five minutes for each team.

During the final exam period you will have an opportunity to present your final proposal before a panel of professional service providers (for example, directors of Small Business Development Center, investors, business advisors). Each team will have 10 minutes to present its plan. The panel members will ask you questions regarding your plan, and will recommend the final grade. You should come dressed **in appropriate business attire**.

**4. Business Plan**

Students will be required to put together a business plan for a realistic business. It must be done in teams of three people. All work submitted must be typed -- conforming to the usual standards of grammar and spelling. All data sources must be referenced as in any research project. **A substantial**

portion of your grade will depend on the creativity, innovation, quality and thoroughness of the research that supports your plan.

The following conditions are definitely required:

- (1) Do not design a Bar or any generic eating and drinking establishments. Do not design generic hotel, motel, Bed & Breakfast, or any other non-specific lodging establishment.
- (2) You must explain why your business idea is innovative, creative, and exciting to every team member.
- (3) Franchises are forbidden.
- (4) You must use EXCEL to construct financial statements as your original work.
- (5) Using professional consultants or commercial packages to design the business plans, to write the plans, or to collect any data, will be treated as “cheating”.

To help us give you meaningful and constructive feedback throughout the semester, we require you to submit written drafts of your plan in various sections, and as a consolidated plan. We also use peer review to assist teams to practice giving constructive feedback.

## 5. Journals

Please keep a **team journal** detailing dates, times, work activities and accomplishments relating to this course and your project. The instructor sometimes assigns specific topics for you to write about in your journals. The due date of the journal will be announced in classes. The journal can also be used as a “reflection” of the course. All information in your journal will be kept confidential. **Team journals are due with each draft.**

Tentative Schedule for due dates –

1. Weekly assignment will be given to each team. Each assignment relates to specific research, concepts and elements of the business plan.
2. A draft of the business plan is due at the end of each month. When there is a draft due, there will be a team presentation and critique.
3. The due date of the final business plan will be determined by the instructor later.
4. The library research days will be announced later.
5. The final presentation day will be announced later.

**Grades: grades are assigned to individuals and the TEAM. Members in one team may or may not share identical grades in the semester. Each team will be evaluated by instructors, professional audience, and most importantly, peers.**

Professional manner	15%
<ul style="list-style-type: none"> <li>○ All the assignments are due on time Attend all classes and meetings on time</li> <li>○ Maintain a meaningful team journal</li> <li>○ Thorough evaluation for individuals and teams (Each individual will receive a grade based on the average of instructors' evaluations and peer evaluations)</li> <li>○ Be respectful to peers and instructors all the time Always show enthusiasm and willingness to learn  Interact with peers and instructors in a positive attitude all the time</li> </ul>	
Presentation (individual section presentation 5%, Mock presentation 5%, Final presentation 15%)	25%
<ul style="list-style-type: none"> <li>• Appropriate business attire</li> <li>• Professional and constructive approach</li> <li>• Presentation style and clearness</li> <li>• Creativity and innovation</li> <li>• Team effort and understanding the concepts</li> <li>• Questions and answers</li> </ul>	
Individual's Knowledge Tests (in various forms)	30%
Business plan	30%
K Drafts	10%
K Final plan	20%
Total	100%

**Class Policies:****1) All the assignments and drafts must be turned in by the due time**

Everyone has the same time and the same chance to accomplish the assignments.

Learning time management is the most important process in this course.

When using the computer, please be aware of the virus or any potential risks.

Try your best to finish all the assignments on time.

- a) If any emergency happens, must contact Dr. Liang before the due date and turn in a written report
- b) If the instructor does not receive any notice ahead of the due date, the instructor will not accept any late assignment and will assign an F to the late assignment.
- c) There is no opportunity to makeup missing assignments

**2) No make-up presentation**

- a) If any emergency happens, must contact Dr. Liang before the presentation time and turn in written report
- b) If the instructor does not receive any notice before the presentation date, the team that misses the presentation will receive an F for that presentation

**3) Please be professional and respectful whenever and wherever you are**

- a) Please be quiet if you come in late. Please let Dr. Liang know if you need to leave early, then sit closer to the door
- b) Please always raise your hand first if you have any questions
- c) Please respect everyone's learning space and ability
- d) Please always show professional manner and respect your fellow students, audience, and instructors
- e) Please turn off your Cell Phone when classes are in session. The entire class will decide the consequences for the person who violates this rule.

**4) If you cheat, copy assignments, or violate the College Code of Conduct for any inappropriate behavior, the instructors will report to the Dean's Office and the Judicial Affair Office immediately.****5) Each student is totally responsible for her/his own work and her/his own grade**

**You must do your best to EARN your grade in a sufficient time period**

- a) Please ask questions whenever you feel that you are behind
- b) Please let Dr. Liang know that you are struggling or feeling confused immediately

**6) All the other regulations follow the university handbook.**

*Religious Holidays: Students have the right to practice the religion of their choice. Each semester students should submit in writing to their instructors by the end of the second full week of classes their documented religious holiday schedule for the semester. Faculty must permit students who miss work for the purpose of religious observance to make up this work.*

## Schedule – For Reference Only.

Aug 31, Tuesday	Course Introduction	
Sep 2, Thursday	Team Building	
Sep 7, Tuesday	Finalize Teams	Members' contact information
Sep 9, Thursday	Market research 1	
Sep 14, Tuesday	Market, Industry, Opportunity and Niche	Submit your idea
Sep 16, Thursday	Start up – what do we need?	
Sep 21, Tuesday	Continue start up discussion	Submit industry code and analysis
Sep 23, Thursday	In class presentation (3 min)	Draft 1 Due
Sep 28, Tuesday	Customers	Present customer profile
Sep 30, Thursday	Market segmentation	
Oct 5, Tuesday	Do we have enough information for start up?	Financial information 1 due
Oct 7, Thursday	Market Research 2	
Oct 12, Tuesday	Operation Research 1	
Oct 14, Thursday	Operation Research 2	
Oct 19, Tuesday	Organization	
Oct 21, Thursday	Financials	Flow chart due (organization)
Oct 26, Tuesday	Putting everything together	
Oct 28, Thursday	In class presentation (3 min)	Draft 2 Due
Nov 2, Tuesday	Forecasting	
Nov 4, Thursday	Financial Research	
Nov 9, Tuesday	Forecasting and Analysis	
Nov 11, Thursday		
Nov 16, Tuesday		
Nov 18, Thursday		Draft 3 Due
Nov 23-26		Thanksgiving Holiday
Nov 30, Tuesday	Final review	
Dec 2, Thursday	Mock presentation 1	
Dec 7, Tuesday	Mock presentation 2	Revision before final plan due
Dec 11, Saturday	Final Presentation	7:30am to 10:15am