

## **New Venture Management 3635-01D**

Spring 2016: Online Assignments, Mon and Weds 5:30pm-6:50pm on class days

Instructor: Monica Williams Smith

Office Hours (Room 2323)

Mon and Weds: 9:30am-11:00am, 12:30pm-4:00pm (with some evenings until 5:00pm)

Telephone: (678) 839-4826

*Email: Course Den (D2L) is the preferred method to contact the Instructor about any course related questions, suggestions, or concerns*

### **Required Text**

- Georgia SBDC Network: *How to Start a Business: A Guide for Georgia Entrepreneurs.* (Available through the UWG Small Business Development Center, Adamson Hall)

### **Prerequisites**

MGNT 3600 and MKTG 3803 (MGNT 3618-preferred by Instructor, but not required )

### **Course Description**

This course is designed to introduce students to issues encountered during a business start-up. Students will be required to write a business plan.

### **Learning Objectives Related to Learning Goals**

1. Application of economic theory to business start-ups. (BBA 4)
2. Application of marketing, management, accounting, and financial knowledge to venture creation. (BBA 4, BBA 6, MGT 2)
3. Learn and apply new knowledge in data collection and analysis. (BBA 2)
4. Application of strategies and operational planning techniques to a business venture. (BBA 6, MGT 2)
5. Production of a presentation quality business plan for a new venture. (BBA 1)

### **Evaluation of Course Objectives**

Your evaluation of course objectives will be given through exams, individual and/or group assignments, and a business plan project accompanied by a presentation of the plan. The points assigned per each objective are as follows:

<b>Activity</b>	<b>Points</b>
<b>Exams</b>	<b>50</b>
<b>Business Plan</b>	<b>15</b>
<b>Business "Pitch" Presentation</b>	<b>10</b>
<b>Team Assignments</b>	<b>10</b>
<b>Individual Assignments</b>	<b>15</b>
<b>Total Points</b>	<b>100</b>

## Class Policies for Management 3635-01

### Academic Dishonesty

Academic dishonesty in any form will not be tolerated. Academic dishonesty includes cheating, collaboration, plagiarizing, etc. Any instances of academic dishonesty will be dealt with in accordance with University policies, which may include failing the assignment, a failing grade in the course, and/or referral to the Vice President for Student Affairs.

### Attendance

Because this course has online activity, you are expected to prepare for this course by reviewing each module, contributing to any online discussion, and completing all assignments. You are **REQUIRED** to come to class for the mandatory class days. You will be dropped from the class if you fail to come to class on those days. Class days include **class orientation and team meet and greet** days, **exam** days, and **presentation** days as noted on the schedule in the syllabus. Students enrolled in this course are expected to be active learners and participants. Evidence of active learning include engagement in chapter readings and activities (discussion boards, cases, articles, business plan, presentation, and team/individual assignments).

You must have a legitimate reason for missing an exam (death in the family, serious illness, etc.). A doctor's excuse is necessary if an exam must be made up due to a serious illness. If you are going to miss an exam, you must contact the Instructor prior to the test or you will receive a zero for the exam. Make-ups will **ONLY** be provided if the reason for missing the test is approved. All approved make up exams will be given on April 25th.

### Credit Hour Policy (3 credit hours)

For approximately fifteen weeks, students in this class will generally spend 150 minutes with direct faculty instruction (either face-to-face or online) and work about 360 minutes outside of the classroom each week. This out-of-class work may include, but is not limited to, readings, assignments, projects, group work, research, and test preparation.

### Extra Credit and Extra Points

No one student will be given extra credit opportunities or extra points at the beginning, middle, or end of the course. The Instructor reserves the right to give the entire class an extra credit opportunity at her discretion. There are **NO** exceptions.

### Grading Scale

Your final grade will be calculated by adding all points acquired per each objective.

The grading scale is as follows:

A: 90-100      B: 80-89      C: 70-79      D: 60-69      F: 59 and below

**Requests for Modifications**

Any students requiring modifications should make an appointment to meet with the Instructor as soon as possible. An official letter from UWG documenting the disability is required in order to receive accommodations.

On exam days, only students who have a documented disability that includes the need for frequent restroom visits will be permitted to leave the classroom during an exam. All other students are asked to take all restroom breaks before the exam, or be prepared to turn in the exam before you leave the classroom.

**Student Rights and Responsibilities**

Please carefully review the information at the following link:

[http://www.westga.edu/assetsDept/vpaa/Common Language for Course Syllabi.pdf](http://www.westga.edu/assetsDept/vpaa/Common%20Language%20for%20Course%20Syllabi.pdf)

The document at this link contains important information pertaining to your rights and responsibilities in this class. Because these statements are updated as federal, state, university, and accreditation standards change, you should review the information each semester.

**Time Management**

This course will enhance your time management skills. Make it a point to mark your calendars to keep up with assignment due dates.

## Online Information and Support

- CourseDen Home page  
<https://westga.view.usg.edu>
- CourseDen Help & Troubleshooting  
<http://uwgonline.westga.edu>
- Distance Learning Library Services  
<http://westga.edu/~library/depts/offcampus/>
- Ingram Library Services  
<http://westga.edu/~library/info/library.shtml>
- UWG Bookstore  
<http://www.bookstore.westga.edu>
- Disability Services  
[http://www.westga.edu/studentDev/index\\_8884.php](http://www.westga.edu/studentDev/index_8884.php)

*Additional resources and links are available in the UWG|Online CourseDen (D2L) resources widget on your course homepage.*

This is a partially online course in which 85% of the course will be completed online. This course includes assignments that will be completed online. Students are required to come to campus during the semester for exams and presentations. Other class days are listed in the syllabus. Students are required to use CourseDen (D2L) throughout the semester to support faculty-to-student and student-to-student interaction, including but not limited to discussion boards, announcements, email, submitting assignments, etc.

The following are minimum requirements for completing this class successfully. You must meet these requirements to participate in this class:

- Must have access to a personal computer (PC or MAC)
- High-speed internet service (DSL, Cable, etc.) is strongly recommended. If high-speed internet is not available in your area, contact the Instructor immediately. Completion of course requirements will be very difficult and cumbersome without high-speed internet service.
- Software requirements: *Microsoft Office 2007* or higher (available for free through UWG ITS), Adobe Reader, *BlackBoard Collaborate*, and other potentially required downloads listed in CourseDen (D2L)

## The Business Plan Project

### Business Plan Project and Presentation

Teams of two or three will be chosen for the business plan project. If a group's chosen **original concept** (no franchises or existing businesses) is deemed inappropriate by university standards, the group could receive a failing grade for this assignment. The team assignments will cover various parts of the business plan. Additional instruction on the format of a business plan is in module #2. Please use the worksheets and sample business plan provided in the module to assist with business plan development. All plans are due on **April 13th by 5:30pm.**

### Business "Pitch" Presentations

Crowdfunding is the concept of allowing backers or a "crowd" to fund a project. Most crowdfunding campaigns are done via the internet using websites such as Kickstarter, Indiegogo and RocketHub.

The purpose of the presentation is to pitch your idea in a format that would be suitable to submit to a crowdfunding website (reward or equity based). Your concept should be recorded (video) and properly edited with the criteria listed below:

#### *Presentation Pitch Criteria:*

- 2-3 minute business pitch
- Original idea (no franchises, or existing businesses)
- The team must work together to prepare the video presentation

#### *Suggested Pitch Format:*

- Introduction of business idea (purpose, description, etc)
- Demonstration of product or service use
- Discuss pricing of the product or service
- Funding request from "the crowd"
- Other important information to successfully sell "the crowd" on the idea

An example of a crowdfunding video is included in module #5. You will be graded on the overall creativity of the business pitch and your ability to comfortably win the crowd's approval of your presentation. All teams will need to be present on April 13<sup>th</sup> and 18<sup>th</sup>. You will present one day and judge your classmate's presentations on the other day. Your attendance on both days is included in the 10 points for the presentation.

If you need video equipment, accommodations will be made for you to checkout equipment from ITS Multimedia services later on in the semester.

## Explanation of Course Objectives and Evaluation

### Assignments

You will be given various assignments to accompany your study of entrepreneurship and business planning. Each assignment will be assessed and graded using a point system. The assignments are posted in D2L and are due by **8:00pm** on each due date.

### *Team Assignments*

Assignment Points	Due Date	Type
Business Description-1	January 25	Team
Market Analysis -2	January 27	Team
The Marketing Plan-1	February 1	Team
Start Up Costs-1	February 8	Team
Revenue Projections-2	February 15	Team
Income Statement-2	February 17	Team
The Customer Plan-1	March 2	Team

#### Business Description:

Each team must decide on a concept for the business plan project. Please use this assignment to explain the product or service.

#### Market Analysis:

Teams will be asked to submit a rough draft/outline of the market analysis for the chosen concept. The analysis should include a synopsis of the target market to include demographics, behaviors, etc.

#### The Marketing Plan:

Teams will be asked to submit a rough draft/outline of the marketing plan for the business plan project to include marketing plan tools and techniques that will be used to sell to your chosen market.

#### The Financial Plan (Start Up Costs):

Teams will be asked to submit a rough draft/outline of the start-up costs needed for the business idea. Remember, your start ups costs need to include actual estimates needed for business expenses (rent, materials, deposits, etc).

#### The Financial Plan (Revenue Projections):

Students will be asked to submit a rough draft/outline of the projected revenues for one year. Students must discuss **HOW** they have projected their revenues (number of projected customers, average pricing, number of products projected to be sold in a week, month, etc).

### The Financial Plan (Income Statement):

Students will be asked to submit a rough draft/outline of at least one year of **MONTHLY** projections for the income statement.

### The Customer Plan

Students will be asked to submit a rough draft/outline of the customer plan used for the business plan project which will include a list of direct and indirect competitors and how you plan to compete in your chosen market to gain market share with customers.

### ***Individual Assignments***

<b>Assignment Points</b>	<b>Due Date</b>	<b>Type</b>
<b><u>In Class Consulting Assignment-2</u></b>	January 20	Individual
<b>Business Incubator Video-2</b>	February 3	Individual
<b>Business Case Study-3</b>	March 9	Individual
<b>Discussion Questions-2</b>	Open- needs to be completed by March 23	Individual
<b>Module Quizzes-6</b>	Open- needs to be completed by April 6	Individual

### Consulting Strategies:

During the January 20th class, you will meet your team for the business plan assignment and participate in an in class consulting assignment. Details will be given during class.

### Business Incubator

Please watch the video clip about the local business incubator and then answer the questions included for assignment #4.

### Business Case Study

Please read the case "If Three's a Crowd, How About 300" uploaded in module #6. Please answer the questions requested and submit in dropbox. This assignment also includes business research.

### Discussion Questions

Two discussion questions will be posted over the course of the semester. You will be graded on your post and you are welcome to keep the discussion going on each presented topic. Please note that you will not be able to see your classmates' posts until you share your post.

### Module Quizzes

Six short quizzes are included in each module. You will not be able to access the quizzes until you have opened the powerpoint for that corresponding quiz.

## Online Modules

*Each module begins with a voice overview of the module. Please review each powerpoint presentation in the modules and the notes that accompany some of the slides. Many of the modules include additional videos, outlines, and handouts. Review all of the material per module and complete the assignments in dropbox by the assigned due date. Remember, the module quizzes cannot be accessed until the module powerpoint has been opened.*

<b>Module 1: Do you have what it takes to be an Entrepreneur?</b>
<i>Entrepreneurship</i>
In class consulting assignment (January 20)
<b>Module 2: "He who fails to plan is planning to fail" (Winston Churchill)</b>
<i>Preparing the Business Plan</i>
<i>Sample Business Plan Outline</i>
<i>"Good To Go" (sample business plan written by UWG/RCOB students)</i>
Assignment #1- The Business Description (January 25)
<b>Module 3: True or False: You can market your product/service to everyone</b>
<i>Market Feasibility</i>
<i>The Marketing Plan</i>
<i>"Social Media for Small Business: Choose Wisely, Then Execute" (Article)</i>
Assignment #2-The Market Analysis (January 27)
Assignment #3-The Marketing Plan (February 1)
Assignment #4-Business Incubator (February 3)
<b>Module 4: Good Concept+ Target Market+ Capital= Profit</b>
<i>Financial Feasibility</i>
<i>Forecasting</i>
Assignment #5-The Financial Plan (Start Up Costs) (February 8)
Assignment #6-The Financial Plan (Revenue Projections) (February 15)
Assignment #7- The Financial Plan (Income Statement) (February 17)
<b>Module 5: "It's all about the Benjamins" (Sean "Puffy" Combs)</b>
<i>Financing Options for Your Business</i>
<b>Module 6: Be a team player, even though you're the boss</b>
<i>Legal and Risk Management</i>
<i>Customer Service</i>
<i>Financial Record Keeping</i>
Assignment #8-The Customer Plan (March 2)
Assignment #9- Business Case Study: Crowdfunding (March 9)

Date	Activity
<b>January 11</b>	<b>Mandatory Class Night: Class Orientation</b>
<b>January 20</b>	<b>Mandatory Class Night: Team Meet and Greet and Consulting Activity (Class at the Campus Center)</b>
January 25	Assignment #1: The Business Description (Team)
January 27	Assignment #2: Market Analysis (Team)
February 1	Assignment #3: Marketing Plan (Team)
February 3	Assignment #4: Business Incubator Video (Individual)
February 8	Assignment #5: Start Up Costs (Team)
February 15	Assignment #6: Revenue Projections (Team)
February 17	Assignment #7: The Income Statement (Team)
<b>February 24</b>	<b>Mandatory Class Night: Exam One</b>
March 2	Assignment #8: The Customer Plan (Team)
March 9	Assignment #9: Business Case Study (Individual)
March 23	Discussion questions completed by this date
April 6	Module Quizzes completed by this date
April 11	ALL Business Plans are due
<b>April 11</b>	<b>Mandatory Class Night: Business Pitch</b>
<b>April 18</b>	<b>Mandatory Class Night: Business Pitch</b>
<b>April 20</b>	<b>Mandatory Class Night: Exam Two</b>
April 25	Make Up Exams

