1-2015

BMGT 299.01K: Capstone - Entrepreneurship

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The University of Montana – Missoula  
College of Technology  
Course Syllabus

Course Number and Title: BMGT 299 Capstone: Entrepreneurship

Date Revised: Spring 2015

Semester Credits: 3

Contact Hours: 45

Prerequisites: CAPP 120

Faculty: Brian Larson (Director Business Management)

Office: AD11G  
Phone: (406)243-7823

E-Mail: Brian.Larson@umontana.edu

Course Description: An overview of the skill areas and business principles needed to start and operate a small business. Includes development of a business plan, identifying sources of capital formation, managing growth, and marketing issues related to new ventures.

Course Objectives: Students will learn and demonstrate the main aspects required to minimize the risks in starting a new business venture.

Students Will:

1. Demonstrate an understanding of credit analysis and credit reporting agencies.
2. Identify legal issues involving business law and specific concerns of the business.
3. Develop insurance policy requirements and quotes.
4. Research sources of capital.
5. Develop site selection analysis.
6. Develop and implement market research to determine market opportunities.
7. Present business concepts, entry barriers and profit potential using power point presentations.
8. Publish a comprehensive business plan.

Course Outline

The Monetary System: Video/Discussion

I. Which Business is Right for You  
   a. Retail  
   b. Service  
   c. Light Manufacturing

II. Credit Issues  
   a. Credit reporting agencies

III. The Business Plan  
   a. Components  
   b. Research  
   c. Management teams  
   d. Financial documents

IV. Legal Requirements

V. Financing your Business  
   a. Debt financing
b. Equity financing

VI. Sources of Capital
VII. Site Selection
VIII. Business Policies
IX. Presenting your Idea

Grading:

Students’ final grade will be based upon cumulative quiz/test scores, case studies, special projects and assigned work. Unless special circumstances exist, students will receive no credit for assigned work turned in after the due date. A student may not pass this course if the final exam is not taken on the assigned date. Please refer to your schedule book for final schedules. Quizzes may be given announced or unannounced. Students who are absent from class when a quiz is announced will not be excused from the quiz when it is administered. It remains the students responsibility to obtain information missed if absent.

Make-up quizzes:

Make up quizzes will ONLY be allowed if the student meets the following criteria:

1. The student has a legitimate reason for missing the class when the quiz is administered.
2. The student contacts me PRIOR to the quiz being administered. This may be done by direct face-to-face contact, via telephone/voice mail. You may NOT use another student to communicate your absence.
3. The make-up test must be taken prior to the next class unless extended illness or legitimate reason is indicated.

Grading Scale:

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Grade</th>
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<tbody>
<tr>
<td>90-100%</td>
<td>A</td>
</tr>
<tr>
<td>80-89%</td>
<td>B</td>
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<tr>
<td>70-79%</td>
<td>C</td>
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<tr>
<td>69-64%</td>
<td>D</td>
</tr>
<tr>
<td>&lt;63%</td>
<td>F</td>
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</tbody>
</table>

Missed Notes/Assignments:

It remains the students’ responsibility to obtain lecture notes and assignments that are missed. Students who miss group activities that are graded may not receive credit. Many of these activities are based upon group interaction, and make-up is not practical. Missed notes must be obtained through an in class student as I cannot provide students with missed notes or overhead transparencies. Missed handouts may be obtained from me.

Outside Class Work:

Assignments, case studies and special projects will be assigned throughout the semester. These assignments are the sole responsibility of the student and will not be accepted late. Assignments are due at the beginning of next class time unless otherwise stated. All assignments are expected to be typed, and include the student’s name, mailbox, and course section number. Outside work makes up a large portion of your grade and should not be ignored.

Incomplete Grades:

An “I” incomplete grade will not be given for not doing well in the course, or dropping after scheduled deadline.

USE OF PERSONAL ELECTRONIC DEVICES:

As a general rule, cell phones are inappropriate during class times. However, to some students, unique circumstances require their use. (I.e. emergencies, health, absolute business necessity). If you absolutely require their use, you must adhere to the following criteria:

1. If they are not required, please turn them off, or on vibrate mode.
2. If receiving a call, leave the room quietly. Do not conduct your conversation in class. (You are responsible for notes missed)
3. **There will be no use of cell phones or other tablets during the midterm or final exam.** Due to testing standards, you may not leave the room during a quiz or exam and cell phones must be turned off.
4. You may bring an I-pod to class only during the days we are working on projects that do not include lectures.
5. Please be courteous of your classmates. Should this policy create routine distractions, I will ask you to leave the class. A positive learning environment will be maintained.

Texting during class is not acceptable!
Please be courteous of your classmates. Should this policy create routine distractions, this policy will be changed to ban their use during class. A positive learning environment will be maintained.

**Field/Lab Assignments (If applicable):**

In order to facilitate experiential learning, some assignments may require visiting area businesses, conducting observations, or interviewing business leaders. These activities can be an advantage to the businesses as well as and economic hardship should customer traffic or purchasing be affected. Additionally, our reputation, and your education can be adversely affected. Because of these factors, the following guidelines should be followed.

1. Do not visit locations in groups of more than 3. Larger groups create traffic barriers that impact customer purchasing.
2. Keep noise and distractions to a minimum.
3. Dress appropriately – you represent the best our college offers.
4. Do not create additional work for business personnel. If you remove an item from inventory, please return it to the appropriate location.
5. Be courteous and thank the business for their time and efforts.

*It is a privilege for us to learn from these businesses and not take them for granted.

**Questions or Concerns:**

I encourage you to contact me with any concerns or questions. It is possible that another source may not have accurate or complete information pertaining to a question you may have. You may call me or e-mail me with your questions. I will answer these as soon as possible. You may also make an appointment with me should this be required. I will do everything possible to make this course a positive learning experience.

**Academic Misconduct**

All students must practice academic honesty. Academic misconduct is subject to an academic penalty by the course instructor and/or a disciplinary sanction by the University.

All students need to be familiar with the Student Conduct Code. The code is available for review online at [http://www.umt.edu/SA/VPSA/index.cfm/page/1321](http://www.umt.edu/SA/VPSA/index.cfm/page/1321).