

Spring 2-1-2004

MBA 694.01: Entrepreneurship

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Recommended Citation

Shay, Jeffrey, "MBA 694.01: Entrepreneurship" (2004). *Syllabi*. 9681.
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MBA 694 Entrepreneurship – Tentative Course Schedule Fall 2003-Spring 2004

Note: Day students meet MW from 8:10-9:30am, Night students meet Tue. From 6:10-9:00pm

WEEK 1 (DAY- NOV. 17, 19; NIGHT-NOV. 18)

Topics:

Course overview

Analyzing case studies

Abell's Framework for defining the business

Analyzing the external environment – Porter's Five Industry Forces and Macro-environmental forces

Entrepreneurial Revolution

Readings:

Timmons & Spinelli: 1

Video/Activity/Speaker:

Form teams for case analyses and business plan assignments

Assignments:

Be prepared to share 2 or 3 business ideas with the class to facilitate team selection

WEEK 2 (DAY- NOV. 24, 26; NIGHT-NOV. 25)

Topics:

The Entrepreneurial Process

Analyzing the internal environment

Readings:

Timmons & Spinelli: 2

Case(s):

John Roughneen and Scott Tomkins

Video/Activity/Speaker:

Evaluating core skills exercise; generating business ideas exercise

Assignments:

Prepare exhibits for case studies and email to Professor Shay; turn in one-page description of your team's business plan idea

WEEK 3 (DAY- DEC. 1, 3; NIGHT-DEC. 2)

Topics:

The Opportunity: Creating, shaping, recognizing, and seizing
Selecting an entry strategy

Readings:

Timmons & Spinelli: 3

Case(s):

ClearVue

Video/Activity/Speaker:

Venture Opportunity Profile exercise

Assignments:

Written case analysis #1 due at the beginning of class (Emailed Tuesday before the start of class for night program students; hard copy submitted at the beginning of Wednesday's class for day program students)

Email case analysis exhibits to Professor Shay

WEEK 4 (DAY- DEC. 8, 10; NIGHT-DEC. 9)

Topics:

Screening venture opportunities
Marketing issues for entrepreneurs
The entrepreneurial mind in thought and action

Readings:

Timmons & Spinelli: 4, 7

Case(s):

WinSales

Video/Activity/Speaker:

Marketing and sales video

Assignments:

Email exhibits from case analysis to Professor Shay

You may want to get ahead on some of the readings for next week

WEEK 5 (DAY- DEC. 15, 17; NIGHT-DEC. 16)

Topics:

The Business Plan
The Entrepreneurial Manager
The New Venture Team

Readings:

Timmons & Spinelli: 8, 9, 12

Case(s):

Jack Sprat's Restaurant

Video/Activity/Speaker:

Assignments:

Written case analysis #2 due at the beginning of class (Emailed Tuesday before the start of class for night program students; hard copy submitted at the beginning of Wednesday's class for day program students)

Email case analysis exhibits to Professor Shay

WINTER BREAK

Night program students: Professor Shay plans to make a road trip around Montana to meet with students during the winter break. He will coordinate the schedule with students at each of the locations. This will allow Professor Shay to discuss each team's business plan in person.

Day program students: Professor Shay will be in town most of the break and will arrange with teams to hold meetings to discuss their business plans.

Professor Shay will be in Missoula during most of the winter break, with the exception of January 3 to 11 when he will be traveling.

WEEK 6 (DAY- JAN. 26, 28; NIGHT-JAN. 27)

Topics:

Resource requirements
Entrepreneurial finance
Financial projections

Readings:

Timmons & Spinelli: 11, 13

Case(s):

No case this week

Video/Activity/Speaker:

Business plan team presentations

Assignments:

Business plan teams develop and email PowerPoint presentation. The presentation should demonstrate considerable progress on the business plan project. Teams will make 10 minute presentations to the class and receive feedback.

WEEK 7 (DAY- FEB. 2, 4; NIGHT-FEB. 3)

Topics:

Obtaining venture and growth capital
The deal: Valuation, structure, and negotiation
Obtaining debt capital
Debt and other forms of financing

Readings:

Timmons & Spinelli: 14, 15, 16

Case(s):

Beautiful Legs by Post

Video/Activity/Speaker:

Finding financing video

Assignments:

Email exhibits from case analysis to Professor Shay

WEEK 8 (DAY- FEB. 9, 11; NIGHT-FEB. 10)

Topics:

Franchising as a form of entrepreneurship

Readings:

Timmons & Spinelli: 6

Case(s):

Bagelz

Video/Activity/Speaker:

Assignments:

Teams should go on the Internet and identify two franchise companies. One company will be a company that your team feels would be a good investment, the other company will be a company that your teams would not be a good investment. You should be prepared to discuss your team's reasoning.

WEEK 9 (DAY- FEB. 16, 18; NIGHT-FEB. 17)

Topics:

The Harvest and Beyond

Legal and Tax Issues

Evaluating business plans

Presenting business plans

Readings:

Timmons & Spinelli: 19

Case(s):

Video case

Video/Activity/Speaker:

Sign of the Whale video case study

Assignments:

Day students will exchange their business plans with partner teams on Monday February 23. The plan is to be critiqued by your team and all comments submitted back to your partner team by no later than noon on February 27th. A type-written copy of your critique is to be submitted to Professor Shay and the partner team and will be used as part of your team's class contribution grade.

Night students will exchange their business plans with partner teams on Wednesday February 24. The plan is to be critiqued by your team and all comments submitted back to your partner team by no later than noon on February 27th. Your comments should be exchanged via email. A type-written copy of your critique is to be submitted via email to Professor Shay and the partner team and will be used as part of your team's class contribution grade.

WEEK 10 (DAY- FEB. 23, 25; NIGHT-FEB. 24)

Turn in the final copy of your team's business plan

Presentations of business plans. Parameters of the presentations will be discussed during week 9 of the course.