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### BMGT 299.01: Capstone - Entrepreneurship

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# Missoula College

THE UNIVERSITY OF MONTANA

## Course Syllabus

**Course Number and Title: BMGT 299-S16-Johnson- Entrepreneurship**

**Date Revised: Summer 2016**

**Semester Credits: 3**

**Contact Hours: 45**

**Prerequisites: None**

**Faculty: Scott Johnson (Interim Program Director, Business Management)**

**E-Mail: [Scott.Johnson@mso.umt.edu](mailto:Scott.Johnson@mso.umt.edu)**

**Course Description:** An overview of the skill areas and business principles needed to start and operate a small business in Montana. Includes components of a business plan, planning & development, identifying sources of capital, 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
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
8. Understand the components of a comprehensive business plan.

### Course Outline

- I. Welcome
- II. Entrepreneurship
  - a. Are you Entrepreneurship Material?
  - b. *Intra*-preneurship

III. Which Business Opportunity is Right for You?

- a. Personal Rating System Explained
- b. Service, Retail or Light Manufacturing

IV. Organization and Formation

- a. Domains
- b. ABN
- c. <http://sos.mt.gov/>

V. Legal Forms of Business Ownership

- a. Sole Proprietorships
- b. Partnerships
- c. LLC's
- d. Corporations (S-Corps)

VI. Site Selection

VII. Market Research

- a. Quantitative
- b. Qualitative

VIII. Insurance

IX. Business Policies

X. Proof of Concept

XI. Components of a Business Plan

- a. Communicating Your Idea
- b. Seeking Financing
- c. Roadmap

XII. Sources of Capital

- a. Debt Financing
- b. Equity Financing

XIII. Pitfalls & Helpful Hints

**Grading:**

Students' final grade will be based upon cumulative assignments, 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.

**Grading Scale:**

<b>90-100%</b>	<b>A</b>
<b>80-89%</b>	<b>B</b>
<b>70-79%</b>	<b>C</b>
<b>60-69%</b>	<b>D</b>
<b>&lt;60%</b>	<b>F</b>

### **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 on Sundays @ 12 midnight - unless otherwise stated. All assignments are expected to be typed, and include the student's name, course number and unit 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.

### **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.
6. Never use inappropriate language.

### **Course Content**

It is important to note that course content will become available throughout the semester. I will use Moodle to help with this process and do my best to make you aware of information, assignments, projects, and due dates as early as possible.

*\*Please review the course calendar for content and assignment due dates.*

### **Student Expectations**

This course is designed with the idea that you wish to start your own business venture. Although you may not be planning to do so in the near future, it is important that you identify a specific venture to customize your work for this course. It may be a small coffee shop, or a new product concept, etc. Whatever it is ~ I can help you with the decision process. This needs to be determined early in the course.

### **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>.