

**Saint Leo University
Graduate Business Studies**

**MBA 597
Entrepreneurship**

Course Description:

Entrepreneurship and the entrepreneurial process are now, and will continue to be, the major economic forces driving the national economies of the world. At the heart of this movement are men and women who demonstrate the courage to undertake the creation and management of new business ventures. Across the globe, millions of new businesses are formed each year. Those individuals who possess the spirit of entrepreneurship will lead the economic revolution that has proven to repeatedly raise the standards of living for people everywhere. In this class, students will be introduced to the essential components of entrepreneurship and the critical knowledge needed to start and manage a new business venture.

Prerequisites:

MBA 540, MBA 560, MBA 565, and MBA 570

Textbook:

The textbook information which appears on our Saint Leo Bookstore ordering site is as follows:
Saint Leo University. *Essen of Entrepreneurship & Small etc* (Subscription) ISBN: 9780134404387

Your custom textbook was created from the following National text(s):

Essentials of Entrepreneurship and Small Business Management: Scarborough, N. M., Cornwall, J. R., & Zimmerer, T. (2016). *Essentials of entrepreneurship and small business management*(8th ed.). Upper Saddle River: Pearson. ISBN: 9780133849622

This is an eBook with a print upgrade option.

Course Objectives:

Upon completion of this course, the student will be able to:

1. Evaluate his or her personal compatibility with that of proven successful entrepreneurs; and, applying the Saint Leo University core value of personal development, identify ways to develop in required areas.
2. Employ the nine-step strategic management process to a proposed new business venture.
3. Evaluate the financial viability of businesses under each of three approaches to market entry: feasibility analysis for a newly-created business venture, "due diligence" evaluation of a business that is offered for sale, and analysis of advantages and disadvantages of participating in an established business franchise.
4. Determine the best legal form of ownership for a new business venture.
5. Formulate a marketing plan for a proposed business, which respects the significance of e-commerce, an effective pricing strategy, and globalization.
6. Prepare detailed financial documents for a proposed business venture including *pro forma* financial statements, ratio analysis, break-even analysis, and cash flow analysis.
7. Explain the sources of financing for new business ventures and determine an appropriate approach for a new business venture.

Core Value:

Personal Development: Saint Leo University stresses the development of every person's mind, spirit, and body for a balanced life. All members of the Saint Leo University community must demonstrate their commitment to personal development to help strengthen the character of our community.

Evaluation:

| Assignments | Weight (%) |
|--|-------------------|
| Discussions (7 @ 2.5% each) | 17.5 |
| Active Learning Exercises (13 @ 4% each) | 52.0 |
| Business Plan | 30.5 |
| Total | 100% |

Assessment of the Learning Outcomes:

| Learning Outcome | Assessment Method(s) |
|-------------------------|--|
| 1 | Business Plan; Active Learning Exercises 1, 2, and 10; Discussions 1 and 2 |
| 2 | Business Plan; Active Learning Exercise 3; Discussion 3 |
| 3 | Business Plan; Active Learning Exercises 4, 5, and 9; Discussion 2 |
| 4 | Business Plan; Active Learning Exercise 6; Discussion 4 |
| 5 | Business Plan; Active Learning Exercises 7 and 8; Discussion 5 |
| 6 | Business Plan; Active Learning Exercises 11 and 12; Discussion 6 |
| 7 | Business Plan; Active Learning Exercises 12 and 13; Discussion 7 |

Discussions:

This course will require each student to participate in seven dialogue discussions (Modules 1-7).

Active Learning Exercises:

Students will complete 13 Active Learning Exercises. The exercises support active learning and serve to guide students as they prepare a Business Plan for a business venture of their choosing. The final Business Plan must be submitted to the Dropbox in Module 8.

Business Plan:

Based on the work you produce with the Active Learning Exercises, you will create one cohesive document to present your business plan. The plan will include your charts, graphs, matrices, and assessments as appendices. Remember that your research is critical for the support of every aspect of your analysis. Follow APA to cite your sources in-text and on the References page.

A major portion of your grade will be based on the instructor's evaluation of the final business plan. In order to successfully complete this assignment, students must demonstrate both a dedication to the creation of a new business venture and a commitment to the entrepreneurial process. You will hopefully find these business plan projects to be the most rewarding efforts in your educational career.

Grading Scale:

| Grade | Score (%) |
|--------------|------------------|
| A | 95-100 |
| A- | 90-94 |
| B+ | 86-89 |
| B | 83-85 |
| B- | 80-82 |
| C | 75-79 |
| F | 0-75 |

In order to request an incomplete in an MBA class, the request must be made in writing to the instructor. If the instructor believes that the request is justified, the written request will be forwarded with the instructor's approval to the MBA Director's office. This documentation will be kept in the student's permanent record. It is recommended that the student keep a hard copy of the request and the instructor's agreement. Please be mindful that a grade of incomplete (I) becomes an (F) if the work is not completed by the end of the following session.

Course Schedule:

Module 1 Understanding Entrepreneurs

Objectives

After completing this module, you should be able to:

- Apply the entrepreneurial profile and evaluate your potential as an entrepreneur.
- Analyze the significance of ethical standards for successful entrepreneurs.
- Predict the forces that drive the growth of entrepreneurship.
- Analyze how entrepreneurs can avoid failure.

Assignments:

| Items to be Completed: | Due No Later Than: |
|---|---------------------------|
| Post introduction to the class | Thursday 11:59 PM EST/EDT |
| Read the assigned materials | |
| Post an initial response to the discussion question | Thursday 11:59 PM EST/EDT |
| Post responses to at least two classmates | Sunday 11:59 PM EST/EDT |
| Submit Active Learning Exercise 1 | Sunday 11:59 PM EST/EDT |

Module 2 Inside Entrepreneurs

Objectives

After completing this module, you should be able to:

- Articulate the differences among creativity, innovation, and entrepreneurship.
- Justify why creativity and innovation are integral to entrepreneurship.
- Analyze the steps in the creativity process.
- Evaluate the protection of intellectual property involving patents, trademarks, and copyrights.

Assignments:

| Items to be Completed: | Due No Later Than: |
|---|---------------------------|
| Read the assigned materials | |
| Post an initial response to the discussion question | Thursday 11:59 PM EST/EDT |
| Post responses to at least two classmates | Sunday 11:59 PM EST/EDT |
| Submit Active Learning Exercise 2 | Sunday 11:59 PM EST/EDT |

Module 3 Business Model, Strategy, and Feasibility

Objectives

After completing this module, you should be able to:

- Explain how a new business venture should employ the techniques of strategic management in the assessment of the potential viability of the business.
- Evaluate the methods employed in conducting a feasibility analysis for the business you have selected.
- Examine the elements of a business plan.

Assignments:

| Items to be Completed: | Due No Later Than: |
|---|---------------------------|
| Read the assigned materials | |
| Post an initial response to the discussion question | Thursday 11:59 PM EST/EDT |
| Post responses to at least two classmates | Sunday 11:59 PM EST/EDT |
| Submit Active Learning Exercises 3, 4, and 5 | Sunday 11:59 PM EST/EDT |

Module 4 Forms of Ownership, Franchising, and Buying Existing Businesses

Objectives

After completing this module, you should be able to:

- Describe the advantages and disadvantages of buying an existing business.
- Evaluate the steps involved in the "right way" to buy an existing business.
- Interpret the advantages and disadvantages of a franchise business.
- Articulate how the due diligence process allows you to determine whether a business that is for sale is worth with is being asked.

Assignments:

| Items to be Completed: | Due No Later Than: |
|---|---------------------------|
| Read the assigned materials | |
| Post an initial response to the discussion question | Thursday 11:59 PM EST/EDT |
| Post responses to at least two classmates | Sunday 11:59 PM EST/EDT |
| Submit Active Learning Exercise 6 | Sunday 11:59 PM EST/EDT |

Module 5

Marketing Plan, E-Commerce, and Pricing Strategies

Objectives

After completing this module, you should be able to:

- Prioritize the steps for a new business to identify its target market.
- Summarize how small businesses can employ a "bootstrap marketing" approach.
- Formulate the basic strategies entrepreneurs should follow to achieve success in their e-commerce efforts.
- Compile the effective pricing techniques for introducing new products or services and for existing products and services.
- Explain how the availability of credit affects pricing.

Assignments:

| Items to be Completed: | Due No Later Than: |
|---|---------------------------|
| Read the assigned materials | |
| Post an initial response to the discussion question | Thursday 11:59 PM EST/EDT |
| Post responses to at least two classmates | Sunday 11:59 PM EST/EDT |
| Submit Active Learning Exercises 7, 8, and 9 | Sunday 11:59 PM EST/EDT |

Module 6

Financial Plan and Managing Cash Flow

Objectives

After completing this module, you should be able to:

- Demonstrate the ability to prepare a financial plan, including the creation of projected (pro forma) financial statements.
- Create, explain, and interpret all relevant financial statements.
- Analyze the critical nature of managing cash.
- Outline the fundamental principles involved in managing the "Big 3" of cash management: accounts receivable, accounts payable, and inventory.

Assignments:

| Items to be Completed: | Due No Later Than: |
|---|---------------------------|
| Read the assigned materials | |
| Post an initial response to the discussion question | Thursday 11:59 PM EST/EDT |
| Post responses to at least two classmates | Sunday 11:59 PM EST/EDT |
| Submit Active Learning Exercises 10 and 11 | Sunday 11:59 PM EST/EDT |

Module 7

Sources of Financing

Objectives

After completing this module, you should be able to:

- Determine the importance of planning for a firm's capital requirements.
- Describe the differences between equity capital and debt capital.
- Discuss the various sources of equity capital.
- Categorize the various federal loan programs.
- Explain the methods available for financing growth and expansion.
- Evaluate the impact of globalization for the success of a small company.

Assignments:

| Items to be Completed: | Due No Later Than: |
|---|---------------------------|
| Read the assigned materials | |
| Post an initial response to the discussion question | Thursday 11:59 PM EST/EDT |
| Post responses to at least two classmates | Sunday 11:59 PM EST/EDT |
| Submit Active Learning Exercises 12 and 13 | Sunday 11:59 PM EST/EDT |

Module 8

Your Business Plan

Objectives

After completing this module, you should be able to:

- Create a business plan.

Assignment:

| Items to be Completed: | Due No Later Than: |
|------------------------|-------------------------|
| Submit Business Plan | Sunday 11:59 PM EST/EDT |