

**BUS 578 – Corporate Entrepreneurship
Spring 2019**

COURSE DESCRIPTION: To stay competitive in today's business environment companies must innovate. Technology advancements, globalization, and direct competitors are forces corporations must consider. Corporate entrepreneurship is the process of seeking the opportunities, marshalling resources, and executing to achieve innovation, growth, and advantage for the established organization. This course will examine the methods and activities involved. 3 credit hours.

CLASS TIMES: online

REQUIRED TEXT: Corporate Entrepreneurship & Innovation, 3rd Edition
Donald F. Kuratko. Jeffrey G. Covin Publisher: Cengage Learning.
ISBN 978-0-538-47892-2

This text is a sample and subject to change by the instructor

COURSE OBJECTIVES

By the end of the semester, you should be able to: Evaluate a new venture opportunity that could be pursued by an existing organization; Develop a plan for selling the new venture idea within the corporate decision making and resource allocation hierarchy; Articulate the key roles played by various individuals within the organization who can support corporate new venture initiatives; Give examples of key enablers and inhibitors of corporate innovation; and differentiate between the challenges faced by corporate entrepreneurs and start-up entrepreneurs.

Make-up examinations will be available to those students who, in the judgment of the instructor, have a valid reason for missing a scheduled examination. **If you are aware of an impending absence and expect the opportunity to make up an assignment or test, you MUST tell me in advance of the absence.** All make-up examinations will be scheduled and administered at a time convenient to the student and the instructor.

OTHER: The instructor reserves the right to make revisions or changes to the syllabus as necessary. Reasonable notification will be given if changes are required.

WEEKLY HOMEWORK: 100 Points

Each week reading will be assigned. At the judgment of the professor, the homework may consist of case studies, videos, internet work, other experiential activities, and/or questions at the end of the chapters. Be prepared to share these assignments with the class and submit the work to the instructor. It is important to understand the distinction between group homework assignments and individual homework assignments. **LATE HOMEWORK WILL NOT BE ACCEPTED.**

Course Points Allocation: (600 points)

Entrepreneurial Assessment	200
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Case Study Presentation	100
Homework	100
Midterm Exam	100
Final Exam	100
Total	600

Course Evaluation

University Grading Scale

720 – 800	A
640 – 719	B
560 – 719	C
480 – 559	D
< 479	F

90 – 100	A
80 – 89	B
70 – 79	C
60 – 69	D
< 60	F

ENTREPRENEURIAL ASSESSMENT: 200 POINTS

Students will conduct Entrepreneurial Assessment of two companies with different approaches to corporate entrepreneurship. The assessment should review the type & style of entrepreneurial activities these two companies employ, a critique of company strategy and structure, a critique of their successes and failures, and recommendations of how they could improve their performance based on what you have learned this semester. The assessment should be at a minimum 10 pages, double space, Times New Roman or Arial 12 point.

CASE STUDY: 100 Points

Each individual will be assigned to read and analyze a corporation entrepreneurship case. Students will prepare a presentation discussing the case in class. This presentation should be approximately 15 minutes in length, and must include visuals, such as PowerPoint. Time will be allotted for practice presentations during class. Be prepared to answer questions from concerning your assessment.

MIDTERM EXAM: 100 Points

The exam may consist of true/false multiple choice, matching, short answer, essay questions, and case studies.

FINAL EXAM: 100 Points

The exam may consist of true/false multiple choice, matching, short answer, essay questions, and case studies. This exam will be comprehensive in nature.

ACADEMIC HONESTY

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Academic dishonesty includes, but is not limited to, the following acts:

- (a) Cheating: intentionally using or attempting to use unauthorized materials, information, or study aids in any academic exercise.
- (b) Plagiarism: the deliberate or accidental taking of another's ideas, work, or words as one's own without properly documenting or crediting the original source in any academic exercise.
- (c) Fabrication: the deliberate falsification or invention of any information or citation in an academic exercise.
- (d) Facilitating Academic Dishonesty: intentionally or knowingly helping or attempting to help another violate any provision of this policy.

If an act of academic dishonesty is determined to have occurred, sanctions will be imposed depending on the perceived intent and extent of the offense.

Possible sanctions may include, but are not limited to, the following actions:

- (a) giving a warning;
- (b) reducing the grade for the academic exercise;
- (c) giving an "F" or zero for the academic exercise;
- (d) giving a failing grade in the course with the inability to withdraw;
- (e) reporting the matter to the Dean of the College of Business for further possible action.

FAILURE FOR NON-ATTENDANCE/NON-PARTICIPATION GRADE (FN)

For financial aid purposes, students are required to participate (attending, taking exams, turning in work, etc.) in all of their classes. At the end of the semester, a student who has all final grades of FN, F, I or W may be subject to the University's Unofficial Withdrawal Policy -- withdrawal initiated for financial aid purposes -- which can result in a significant portion of the student's financial aid and scholarships being returned to the appropriate aid source. In turn, the student will be responsible for reimbursing the University for the amount of returned aid. To avoid loss of financial aid and the incurring of additional debt to the University, any UPIKE student who no longer wishes to remain in classes must complete the academic withdrawal process. Each professor is responsible for developing his/her own FN policy.

SEXUAL ASSAULT AND HARASSMENT PREVENTION STATEMENT:

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<http://www.upike.edu/UPike/media/UPike/Documents/Student-Services/Sexual-Misconduct-Policy-11-13-15.pdf>

If you have questions or concerns, please immediately contact your Title IX Coordinators listed below.

Bethany Bowersock
Title IX Coordinator
606-218-5344
bethanybowersock@upike.edu

Michael Pacheco
Deputy Title IX Coordinator
606-218-5326
michaelpacheco@upike.edu

Beth's office is located in the Administration Building, Room 203, Pikeville, KY 41501.
Mike's office is located at 119 College Street, CTC Building, Room 210, Pikeville, KY 41501.

STUDENTS WITH DISABILITIES

The University of Pikeville is committed to providing students with disabilities the same educational programs and services offered other students, in accordance with Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act (ADA) of 1990 and the ADA Amendments Act of 2008. Students with disabilities requiring accommodations should contact the Disabilities Resources Office located in the Administration Building room ADM 204. Accommodations are made on an individual basis according to documented need. Additional information can be found in the University Catalog and the Student Handbook.

Contact Information:

Kathy Petot, Disabilities Resource Counselor
katherinepetot@upike.edu
(606) 218-5232
Office: ADM 204

UNIVERSITY OF PIKEVILLE
BUS 588 – New Venture Development
Fall II 2018

COURSE DESCRIPTION: In this course, students will develop a detailed business plan for a start-up company and prepare to present their plan in competition events. To gain an understanding of the entrepreneurial process, the major topics of opportunity recognition, value proposition, feasibility analysis, business models, the founding team, critical risks, market strategy, and capitalization will be examined. Experiential learning is also strongly emphasized as student teams will actually work outside of the classroom to find, interview, and acquire customers, suppliers, and the relationships necessary to starting a venture. Prerequisite: Admission to the MBA program.

CLASS TIMES: Online

INSTRUCTOR: Dr. David Snow

OFFICE LOCATION: Academy Building 103 C

TELEPHONE: 606 218-5043

EMAIL: davidsnow@upike.edu

OFFICE HOURS: Mon, Wed, Fri 11:00am-12:00pm, 1:30pm-2:30pm

Tue, Thu 5:00pm-6:00pm

And by appointment

REQUIRED TEXTS: Entrepreneurship 5th Edition,
Barringer and Ireland. Publisher: Prentice Hall.
ISBN 978-0-13-379719-0

The Startup Owner's Manual
Steve Blank and Bob Dorf. Publisher: K & S Ranch
ISBN 978-0984999309

It is required to bring the textbooks to class. If a student fails to do so, participation points may not be awarded for the days when this occurs

COURSE OUTLINE:	Part 1	Business Idea Generation
	Part 2	Customer Development
	Part 3	Business Model
	Part 4	Business Plan
	Part 5	Business Plan Presentation
	Part 6	Venture Growth & Management

METHOD OF STUDENT EVALUATION: The major focus in the course will be the development of a viable business model for a new venture and the subsequent business plan and presentation. Therefore, the **Goal** of this course is to create a plan considered worthy of presentation before judges and investors, then to orally present the plan. The course will also include a final exam encompassing the material learned throughout the semester. Additional exercises and case problems will be assigned.

OTHER: The instructor reserves the right to make revisions or changes to the syllabus as necessary. Reasonable notification will be given if changes are required.

Make-up examinations will be available to those students who, in the judgment of the instructor, have a valid reason for missing a scheduled examination. All make-up examinations will be scheduled and administered at a time convenient to the student and the instructor.

Course Points Allocation: (600 points)

Business Model	150
Written Business Plan	150
Plan Presentations	100
Homework	100
Final Exam	100
Total	600

Course Evaluation

720 – 800	A
640 – 719	B
560 – 719	C
480 – 559	D
< 479	F

University Grading Scale

90 – 100	A
80 – 89	B
70 – 79	C
60 – 69	D
< 60	F

WEEKLY HOMEWORK: 100 Points

Each week reading will be assigned. At the judgment of the professor, the homework may consist of case studies, videos, internet work, other experiential activities, and/or questions at the end of the chapters. Be prepared to share these assignments with the class and submit the work to the instructor.

LATE HOMEWORK WILL NOT BE ACCEPTED.

BUSINESS MODEL: 150 Points

During the course we will utilize business model tools such as the business model canvas. It is prudent to develop a sound business model before expending the time and effort to write a business plan. Each week students will present their business model work and points will be assigned based upon the effort to build a viable business model and the level of performance in developing the business model. Evaluation of student work is based upon information provided in the student presentations and student written work.

WRITTEN BUSINESS PLAN (150 POINTS AVAILABLE)

General Guidelines: Written business plans are limited to 10 pages of text (typed, double-spaced, 12 point font, and 1" margins on all sides), including the executive summary. The cover page and table of contents are not included in the 10 page limit. Detailed spreadsheets and appropriate appendices should follow the text portion of the plan but will be limited to 5 pages. Plans with fewer than 5 pages of appendices may not use the remaining pages to increase the size of their business plan beyond 10 pages. **In total, the maximum number of pages is 17.**

- **Contents of the Written Business Plan:** your business plan should include (max 17 pages)
 - » Executive Summary (2 page maximum)
 - » Opportunity (Problem you are addressing, compelling need to be solved)
 - » Product or service description (benefits, features, current status of development, etc.)
 - » Customer/Market analysis (market size and potential market share)
 - » Competitor Analysis (competitors and your competitive differentiation)
 - » Sales and Marketing Plan (how you will go-to-market)
 - » Operations (how will you acquire supplies, manufacture products, distribute products, etc.)
 - » Critical Risks (What could adversely affect this venture and how do you address it)
 - » Intellectual property status (e.g., patents, licenses, etc.)
 - » Management team and advisors, including relevant experience (find qualified people)
 - » Financial highlights (cash flow, income statement, & balance sheet)
 - » Offering of the company (how much investment you seek, uses of funding, possible exits)

Useful link for entrepreneurial resources and business plan structure:

<http://www.jhu.edu/bpc/StructuringYourBusinessPlan.html>

- **Business Plan Financial Data:** Financial data should include a cash flow statement, income statement, and balance sheet. This data should be included in a summarized fashion in the main section of the business plan. Include an explanation of the offering to investors indicating how much money is required, how it will be used, the proposed structure of the deal, and possible exit strategies. Detailed financial data and tables should be included in the appendix.

- **Appendices:** should be included only when they support the findings, statements, and observations in the plan. Because of the number of teams in the competition, judges may not be able to read all the material in the appendices. Therefore, the text portion of the plan (10 pages) must contain all pertinent information in a clear and concise manner. All appendices must fall within the 5 page limit; any pages over this limit will not be posted or otherwise provided to the judges.

PRESENTATION: 100 Points

Each team will make a formal presentation of their business plan. This presentation should be approximately 10 to 15 minutes in length, and must include visuals, such as PowerPoint. Teams must fully know their business plans and offer convincing presentations for the potential of their proposed ventures. Time will be allotted for practice presentations during class. The

presentation is a mandatory component of the business plan assignment. Each team will also develop an “elevator pitch” presentation for their business plan. This is a 60-second delivery made by only one person without any visual aids. The purpose is to be concise while offering the most compelling information of your business model.

Additional business plan competitions occur in the spring: Kentucky’s Idea State U business plan competition, the Alltech Innovation Challenge, and potential entry into graduate-level competitions across North America. You may also enter these for the opportunity to earn valuable experience and substantial monetary awards.

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