MBA 695G.11
Entrepreneurship
Fall 2006
Monday, 6:30 - 9:20 PM
Bryan 202

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COURSE MATERIALS:


Cases: To be given out in class and available in course pack.

Additional Readings: As identified in weekly class meetings or by email. Additional readings will typically be posted into the “Course Documents” area of Blackboard and will occasionally be distributed in class.

COURSE OVERVIEW:
This course provides students with an understanding of the entrepreneurial process. It exposes you to the concepts, practices, and tools of the entrepreneurial world. This will be accomplished through a combination of experiential exercises, readings, cases, and speakers designed to convey the unique environment of entrepreneurship and new ventures.

The most effective way to understand entrepreneurship is to talk to a lot of entrepreneurs. This course takes a very experiential approach and students are
expected to interact with the business community, participate in class discussion and be active participants in the learning process.

**COURSE GOALS**

Students who take the course will:

- Learn how to recognize and evaluate new venture opportunities
- Understand the issues faced by entrepreneurs who start their own venture
- Acquire the skills and tools that are necessary in starting a new business
- Really understand:
  - Difference between an opportunity and an idea
  - Value proposition and how it applies to a new venture
  - Sustainable competitive advantage
  - How to determine the profitability of a new venture
- Learn why entrepreneurship is a way of thinking and acting
- Determine you own potential to be an entrepreneur

**CLASS FORMAT:**

Each physical class meeting will include: (1) lecture and discussion of the assigned chapters and readings; (2) a break; (3) guest speaker(s), in-class exercises, case presentation/discussion of an assigned case, video presentation or other activity.

**EVALUATION**

The class evaluation of assignments centers on clarity of thought, conciseness of expression and thoroughness of research:

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<tr>
<th>Assignment</th>
<th>Points</th>
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<td>Entrepreneur Interview</td>
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<td>Mid-Term Exam</td>
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<td>Feasibility Plan</td>
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<td>Industry &amp; Market Analysis</td>
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<td>Competitive Analysis</td>
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<td>Venture Analysis &amp; Conclusions</td>
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<td>Presentation</td>
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<td>Class Participation</td>
<td>20</td>
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<tr>
<td><strong>Total Points</strong></td>
<td><strong>100</strong></td>
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**Grade Policy**

- A 90–100
- B 80 – 89
- C 70 – 79
- D 60 – 69
- F 59 and below
DESCRIPTION OF ASSIGNMENTS:

Entrepreneur Interview
Students will select an existing entrepreneurial venture and conduct an in-dept interview with the owner. The goal is to provide you with insights about entrepreneurship that cannot be obtained from classroom experience alone.

Each student will visit the company to conduct the interview and observe how the venture operates. The company can be in any type of business, must be at least 3 years old, and employ 5 or more people. The objective is to drill down into the company and thoroughly understand the entrepreneur and how he or she does business.

A report will be written that:
- Describes the entrepreneur’s background, motivations for starting the venture, and challenges in growing the business.
- Evaluates the value proposition (target market, product/service description and unique benefit).
- Concludes with what makes the company successful (or not). What are your recommendations for improvement?
- Discusses how the findings of the interview apply or are meaningful to you. What have you learned about your own potential to be an entrepreneur?

Feasibility Plan
Small teams of 2-3 students will be formed to determine the feasibility of an opportunity that they have selected. It will be up to the students to form their own groups based upon diverse backgrounds and similar interests.

The Feasibility Plan consists of three parts:
- Industry & Market Analysis
- Competitive Analysis
- Venture Analysis

Both primary and secondary research will be required to determine feasibility. The underlying basis of the plan is interviews and discussions with relevant business people. You should meet with industry experts and organizations, competitors, distributors, investors, bankers, real estate companies, product and service designers, engineers, vendors, suppliers, manufacturers, subcontractors, consultants, etc.

CASE STUDIES:
Case studies are a key element of this course. They have been selected to illustrate key situations that are faced by entrepreneurs. Some are fairly complex and will require considerable thought and analysis. Students are encouraged to meet in groups before the class to discuss the issues that are raised. You are
expected to draw your own conclusions, recommend a course of action and be prepared to explain your decision in the classroom discussion.

CLASS PARTICIPATION:
Classroom discussion is vital to the learning process in this course. Each student is expected to participate in the class discussion of the assigned material and case studies. You should attend every class having read the materials and case study.

In classroom participation, the quality of comments is more important than quantity of comments. Quality comments are those that move the discussion forward by:

- Revealing important issues
- Bringing the making of a decision closer
- Making decisions that are well thought-out, logical, and rationalized
- Offering opinions that are well thought-out, logical, and rationalized
- Debating or challenging your peers without personal attack

OTHER:

BlackBoard:
A number of important course documents such as course lecture slides, readings, schedule updates, will be posted in BlackBoard. I will do my best to notify all students when there is new information available on BlackBoard. Having access to and frequently checking BlackBoard will be important to your success in this course.

Email Communications:
For purposes of this course I will assume that you check your UNCG email daily. Thus I assume you will be aware of any communications or requests sent at least 24 hours prior to our class meetings. If you have any questions about UNCG email you can obtain assistance by calling 256-TECH (8324) during normal business hours or by asking for assistance in the Bryan School computer labs.

Inclement Weather:
The University of North Carolina at Greensboro will remain open during adverse weather conditions unless the Chancellor makes the administrative decision to make a schedule change. Students can obtain details on those decisions from the Adverse Weather Line at (336) 334-4400 or the web address: http://police.uncg.edu/weather/weatheralert.htm

Honor Code:
All students, by the act of registering for this course, have agreed to abide by the UNCG Honor Code. If you are not familiar with the content of this agreement you can go to www.academicintegrity.uncg.edu for more details.
<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Reading</th>
<th>Case Study/Speaker</th>
<th>Deadlines</th>
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| Wk 1  | • Nature of Entrepreneurship  
       • Role in Society, Reality & Myths  
       • Course Introduction  
       • Entrepreneur Interview    | (H)      |                         |                 |
|       | Wk 2  | • Why Will or Won’t it Work?                                          | (M) – 1  | Crunch                  |                 |
| Oct 16| Wk 3  | • Opportunity Recognition – Will the Fish Bite?  
       • Is This a Good Market  
       • Feasibility Plan Parts I & II | (M) – 2 & 3  
       (H) Feasibility Plan      | ICEDELIGHTS    |                 |
| Oct 23| Wk 4  | • Is This a Good Industry?  
       • Sustainable Competitive Advantage  
       • Feasibility Plan Part III  | (M) – 4 & 5  
       (H) Feasibility Plan      | Noodles       | Mid-Term Exam  |
| Nov 6 | Wk 5  | • Critical Success Factors                                            | (M) 7    | SuperCat Powerboats     |                 |
| Nov 13| Wk 6  | • Entrepreneurial Dream  
       • Your Connections Matter  | (M) 6 & 8 | Massive Inc.            |                 |
| Nov 20| Wk 7  | Feasibility Plan Presentations                                        |          | Feasibility Plan Parts I, II, & III |                 |