

MARYVILLE  
UNIVERSITY  
SAINT LOUIS  
13550 Conway Road  
St. Louis, MO 63141

Dean/Chair Approval

## COURSE SYLLABUS INFORMATION

SEMESTER/YEAR: **Spring 2010**

INSTRUCTOR **Drew Stevens, PhD**

### COURSE INFORMATION:

CLASS: **MGMT-631-02**  
ALPHA PREFIX NUMBER SECTION

TITLE: **ENTREPRENEURSHIP**

MEETINGS: **Monday 6.00 - 9.50 p.m.** 3/08, 3/15, 3/22, 3/29, 4/5, 4/12, 4/19, 4/26  
DAYS/TIMES \*Second class being held on Thursday due to the Martin Luther King Holiday on 1/19

**ABAC 2275**  
LOCATION: SITE / BLDG / ROOM

LABORATORY/FIELD HOURS OR UNSUPERVISED STUDIO TIME OR OTHER DATES (if applicable)

CREDIT HOURS **3** PREREQUISITE(S) (if any) 9 credits

Pre-assignment

Reading : Chapters 1 through 4

### INSTRUCTOR INFORMATION:

INSTRUCTOR : **Drew Stevens, PhD**

### MARYVILLE CONTACT INFORMATION:

VOICE MAILBOX: 529-9201 plus ext.-3147 OFFICE LOCATION: N.A.

HOME PHONE: **314- 938-7280** WORK PHONE: **636-938-4486** CELL PHONE: **314-574-9716**

E-MAIL: [drew@stevensconsultinggroup.com](mailto:drew@stevensconsultinggroup.com) Work  
[drewjstevens@gmail.com](mailto:drewjstevens@gmail.com) Personal  
[dstevens@maryville.edu](mailto:dstevens@maryville.edu) University

NOTES REGARDING WHEN OR HOW TO REACH THE INSTRUCTOR:

Office hours: Monday thru Friday **8.00 a.m. to 7.00 p.m. CST** (Please call for an appointment)

**THIS SYLLABUS MAY BE CHANGED AT THE DISCRETION OF THE PROFESSOR.**

Syllabus Continues on Attached Pages

VPASA:10/95

**MARYVILLE UNIVERSITY**  
**THE JOHN E. SIMON SCHOOL OF BUSINESS**

**COURSE: MGMT 631 ENTREPRENEURSHIP**

**Day:** Monday

**Time:** 6.00 - 9.50 p.m.

**Location:**

ABAC 2275

**INSTRUCTOR:** Dr. Drew Stevens

**GRADING:**

Assignments	Points
Business Plan Development (Continuous)	100
Leadership Effectiveness	100
Marketing Plan	100
Mid- Term Examination	100
Participation (Continuous)	50
Final Project Plan/Presentation	250
<b>Total</b>	<b>700</b>

**GRADING SCALE:** 94 - 100 = A                      83 - 85 = B  
90 - 93 = A-                                      80 - 82 = B-  
86 - 89 = B+                                      Less than 79 C (Unacceptable Grade)

**ATTENDANCE:** Because of the concentrated nature of the MBA program, attendance in class is very important. Students who miss more than 6 hours (including arriving late or leaving early) will be required to withdraw from the course.

**NOTE: Attendance for the first class session is mandatory.**

Students may not register for a class unless they can attend the first session. Important information about the course and the instructor's expectations are given during the first session and it is imperative that all students be there. If you know that you will have to be absent for one session, please contact your instructor to ensure that absence from a particular session is acceptable.

**TEACHING METHODOLOGY:** The course utilizes theoretical development, practical problems\ situations, video case analysis, seminar discussion, guest speakers, and the development of concepts related to the effective management of global business issues. Guest speakers may present on current business issues. **PowerPoint slides, notes, and web links will be available on Desire to Learn.**

**DISCUSSION:** Constant interaction in the classroom is vitally encouraged as it enhances individual learning and application.

**EXAMINATION:** The examination grade will be based on a **continuous assessment** of four assignments. The four assignments are: (i) a paper on leadership analysis; (ii) a marketing plan; (iii) a final project plan and presentation (iv) a midterm examination.

**PAPER/CASE:** The final paper will require the application of course theories to the development of a thorough business plan for a business that you desire to develop. Complete information will require an operational plan, leadership team, sales and marketing analysis as well as a complete financial operating

plan. Student will be asked to present the final plan on the last evening of the class as if they are requesting venture capital from a lending institution to fund the venture..

**COURSE PARTICIPATION & MANAGEMENT:** Participants are expected to enter into discussion/debate on topics and issues related to the effective management of global business strategies. Failure to make full attendance may result in a lower grade.

### **LATE ASSIGNMENTS**

Late assignments will be penalized with a 25% grade deduction for each day late, unless you have made prior arrangements with me. Deadlines will be defined as 6:00 p.m. CST. Anytime you feel that you might be falling behind in the course, it is best to contact me to discuss your situation.

### **FIRST AND LAST WEEK REQUIREMENTS**

You are required to be in the classroom on the First and the Last Night of the Course.

### **QUIZZES**

At the option of the instructor Quizzes will be given. It is in your best interests to help with the discussion that you are prepared for each class by conducting the mandatory reading assignments. And your must be prepared to discuss the materials stemming from the text.

### **ACADEMIC ACCOMMODATIONS**

Maryville University provides accommodations and supports for students with disabilities as defined by the Americans with Disabilities Act. If you have a documented disability and wish to discuss academic accommodations, please contact the course instructor and/or the Director of the Academic Success Center located in the University Library (314) 529-6850.

### **SESSION DATES**

Session 1 – March 08	Session 5 – April 5
Session 2 – March 15	Session 6 – April 12
Session 3 – March 22	Session 7 – April 19
Session 4 – March 29	Session 8 – April 26

Text: Small Business Management: An Entrepreneurship Emphasis (2003). Longenecker, Moore, Petty. 12<sup>th</sup> ed. or latest South-Western College Publishing.

### **Additional Suggested**

- *The Wall Street Journal*
- *Harvard Business Review*
- *Newsweek*
- *Time*
- *Fast Company*
- *Entrepreneur*
- *Knowledge @ Wharton*
- *Sloan Management Review*

•  
Course Description  
& Objectives:

This course incorporates current theory and practice relating to starting and managing small business. The objective is to provide the student a well-balanced foundation of critical small business issues using small business interaction and examples, case analysis, seminar discussion, guest speakers, and the development of a small business plan.

By the end of the course students would be:

- ❖ Introduced to the contemporary world of entrepreneurship
- ❖ Familiar with the nature of creativity, risk-taking, self-motivation, stress and coping
- ❖ Appreciative of the importance of operational, tactical, and strategic planning activities for a small business organization
- ❖ Conscious of emerging trends and the role of entrepreneurial (and intrapreneurial) activity in the US economy
- ❖ Aware of the importance of the development of the entrepreneurial plan
- ❖ Sensitive to the ethical issues and perspectives that entrepreneurs need to take in developing a more socially conscious approach to business

### Assignments and Schedule of Classes and Class Assignments

**Executive Summary:** Students will provide to the instructor a one to two page overview of a business they desire to acquire or develop. Full structural and operational plans are not necessary however students are asked to place emphasis into startup issues, product/service to be sold, organizational team and key to success. Other areas to note are competitive issues stemming from strength and opportunities for success.

**Marketing Plan:** Students will attempt an initial draft of the organizational marketing plan. Students will have use the assigned template and complete all necessary areas to help achieve business success. Particular emphasis must be placed into target marketing selection, SWOT and marketing objectives. Expected length of this project will vary based on each project however minimum standards suggest 7 to 12 pages.

**Mid-Term Examination:** Students will be asked to take home a mid term examination and apply all course principles through the first four weeks of the class. Students will respond to a series of short essay questions to help critically analyze and apply course materials.

**Leadership/Organizational Analysis:** Students are expected to review a particular case or issue in organizational development or leadership. Topics may include ethics, politics, leadership, good leaderships prideful business etc. Expected research from proper references is expected. Particular reference materials are to focus on those that analyze the issue(s) and provide alternatives for the student to think about. Individuals are expected to read, summarize and offer their own analytical perspective to the issue. Best possible reference materials include periodicals such as The Harvard Business Review, The Economist, The Wall Street Journal etc. Students are expected to submit a research work of 6 to 10 pages including expected references.

**BUSINESS PLAN:** This project will require the application of course theories to the development of a new entrepreneurial business proposal. The paper will be 8 – 10 pages (approx. 2000 words) in report format, and must include evidence of outside research references. Each student will conduct a 10 – 15 minute presentation, of their business plan, and will be due on the 8<sup>th</sup> session.

<b>Week</b>	<b>Date</b>	<b>Topic</b>	<b>Reading</b>	<b>Assignments</b>
<b>One</b>	<b>3/08</b>	Entrepreneurial Opportunities”	Chapters 2,3,4,5 You Make the Call (Chpt 2 #2) Sahlman, William A. “How to Write a Great Business Plan” Harvard Business Review, July-August, 1997, pp. 98-108.	<b>Syllabus Review Introduction to Entrepreneurism</b>
<b>Two</b>	<b>3/15</b>	Developing The New Venture Business Plan” Review of the Plan and its Importance	Chapters 6,8,9 Read Video Cases 1 and 2 You Make the Call (Chap. 6 #1)	<b>Company or Service Plan</b>
<b>Three</b>	<b>3/22</b>	Principles of Marketing and Sales	Chapters 7 Customer Value Propositions In Business Markets. By: Anderson, James C., Narus, James A., Van Rossum, Wouter, Harvard Business Review, 00178012, Mar2006, Vol. 84, Issue 3	<b>Executive Overview Due</b>
<b>Four</b>	<b>3/29</b>	Organizational Plan and Financing	Chapters 10 -12 Read Video Cases 6 and 8	<b>Marketing Plan</b>
<b>Five</b>	<b>4/5</b>	Customer Service and Supply Chain	Chapters 13 -14 You Make the Call (Chap. 14 #2/3  Do You Want to Keep Your Customers Forever? By: Pine II, B. Joseph, Peppers, Don, Rogers, Martha, Harvard Business Review, 00178012, Mar/Apr95, Vol. 73, Issue 2  Silo Busting. By: Gulati, Ranjay, Harvard Business Review, 00178012, May2007, Vol. 85, Issue 5	<b>Mid- Term/</b>

<b>Six</b>	<b>4/12</b>	Operations/Management/Leadership Human Resources	<p>Chapters 18,19, 20</p> <p>Manage Your Human Sigma. By: Fleming, John H., Coffman, Curt, Harter, James K., Harvard Business Review, 00178012, Jul/Aug2005, Vol. 83, Issue 7/8</p> <p>One More Time – How Do you Motivate Employees, Herzberg, Frederick. Harvard Business Review, Sep/Oct87, Vol. 65 Issue 5, p109-120, 12p</p> <p>Needed a Strategy for Human Resource Development By: Tregoe, Benjamin B.; Zimmerman, John W.. Training &amp; Development Journal, May84, Vol. 38 Issue 5, p78, 3</p>	<b>Leadership Paper Due</b>
<b>Seven</b>	<b>4/19</b>	Business Strategy	<p>What Is Strategy? By: Porter, Michael E., Harvard Business Review, 00178012, Nov/Dec96, Vol. 74, Issue 6</p> <p>Why involve middle managers in strategy? By: Tregoe, Benjamin B., Tobla, Peter M., Manage, 00251623, Oct90, Vol. 42, Issue 2</p> <p>Strategic Thinking – The Key to Corporate Survival by Tregoe, Benjamin B.; Zimmerman, John W.. Management Review, Feb79, Vol. 68 Issue 2, p8, 7</p> <p>Strategy versus Planning Bridging the Gap, byTregoe, Benjamin B.; Tobia, Peter M.. Journal of Business Strategy, Nov/Dec91, Vol. 12 Issue 6, p14, 6p</p>	
<b>Eight</b>	<b>4/26</b>	Presentation to Venture Capitalists		<b>Small Business Plan and Presentations</b>

\*\*\* Syllabus is subject to change at the discretion of the instructor.

## **Additional Resources**

### Books

Bagley, Constance E., and Craig E. Dauchy. The Entrepreneur's Guide to Business Law, West Educational Publishing Co., 1998 (1st ed), 2003 (2nd ed.), or 2007 (3rd ed.)

Bygrave, William D. (editor) and Andrew Zacharias (editor). The Portable MBA in Entrepreneurship, 3rd Edition. John Wiley and Sons, 2004.

Dorf, Richard C. and Thomas H. Byers. Technology Ventures, McGraw Hill, 2005.

Heath, Chip and Dan. Made to Stick, Random House, 2007.

Kawasaki, Guy. The Art of the Start, Portfolio, 2004.

Farso, Richard and Ralph Keyes. Whoever Makes the Most Mistakes Wins. Free Press, 2003.

Klein, Maury. The Change Makers: From Carnegie to Gates, How the Great Entrepreneurs Transformed Ideas into Industries. Times Books, Holt & Co., NY, 2002

Krass, Peter (Editor). The Book of Entrepreneurs' Wisdom: Classic Writings by Legendary Entrepreneurs. John Wiley & Sons, 1999.

Sahlman, William A. and Howard H. Stevenson. The Entrepreneurial Venture, 1st edition. Harvard Business School Publications, 1992.

Stoller, Gregory. Strategies in Entrepreneurial Finance. Northcoast Publishers 2006.

Timmons, Jeffrey A. New Venture Creation: Entrepreneurship for the 21st Century, 7th edition, Irwin/McGraw-Hill, 2006.

Timmons, Jeffrey A., Leonard E. Smollen, and Alexander L. M. Dingee, Jr. New Venture Creation: A Guide to Small Business Development: R.D. Irwin, 1977

### Articles:

Alimansky, Burt. "Eight Ways to Ruin Your Chances of Raising Venture Capital" The Journal of Private Equity, (Summer 2000): p. 78-82.

Gumpert, David E. and James McNeill Stancill. "How Much Money Does Your New Venutre Need?" Harvard Business Review (May/June 1986, Vol. 64 Issue 3): p. 122.

Sahlman, William A. "How to Write a Great Business Plan" Harvard Business Review, July-August, 1997, pp. 98-108.

### Websites

Small Business Administration: <http://www.sbaonline.sba.gov/>

Small Business Development Center: <http://www.smallbiz.sunnycentral.edu>

Better Business Bureaus: <http://www.bbb.org/>

National Technology Transfer Center: <http://iridium.nttc.edu/nttc.html>

Research Franchise Opportunities: <http://www.frannet.com>

Topics on New Business: <http://www.galaxy.einet.com>

Sources of Market Demographics: <http://www.census.gov>

Tiger Map Services: <http://tiger.census.gov>

Credit Checking; Dun & Bradstreet: <http://www.dbisna.com>

International Business: Central Intelligence Agency : <http://www.odic.gov>

Human Resources: Job Trak: <http://www.jobtrack.com>

The Patent & Trademark Office: <http://pioneer.uspto.gov>

# ORAL PRESENTATION FEEDBACK

Student/Group Name(s) _____	Date _____
Course _____	Assignment _____

### Content

<ul style="list-style-type: none"> <li>-Presentation content clearly follows the written paper upon which it is based (if applicable)</li> <li>-Topic is relevant and addresses assignment specifications</li> <li>-Content presented is comprehensive, accurate, and believable</li> <li>-Key points are noted</li> <li>-Topic is researched adequately</li> </ul>	
---	--

### Organization/Structure

<ul style="list-style-type: none"> <li>-Presentation is well-organized, clear, and effectively structured</li> <li>-If this is a group presentation, it is integrated rather than being a disjointed series of individual presentations</li> <li>-There is an introduction to gain the audience's attention and explain the purpose of the presentation</li> </ul>	
--	--

### Style/Presentation/Appearance

<ul style="list-style-type: none"> <li>-Dress and grooming are appropriate to the setting</li> <li>-Non-verbal cues/gestures are appropriate to presentation and flow of ideas</li> <li>-Content knowledge/confidence are evident</li> <li>-Time was used well/not rushed</li> </ul>	
--	--

### Use of Visual Aids

<ul style="list-style-type: none"> <li>-Visual aids are used where appropriate</li> <li>-Visual aids are appropriately professional given the presentation's context</li> <li>-They are easy to see/read</li> <li>-Media are used correctly--i.e., overheads, videos, computer generated slides, charts, etc.</li> <li>-Visual aids contribute to the overall effectiveness of the presentation</li> </ul>	
--	--

### Audience Participation

<ul style="list-style-type: none"> <li>-The presenter(s) involved the audience and solicited feedback</li> <li>-Questions from the audience are effectively addressed and answered correctly</li> </ul>	
---	--

### Adherence to Time Limit

<ul style="list-style-type: none"> <li>-The presenter(s) stayed within the allotted time limit (Failure to do so may result in a <i>deduction</i> of points)</li> </ul>	
---	--

### Comments / Grade

