

**Syllabus, Fall 2015**  
**MGT 308-0xW - Entrepreneurial Strategy**

**Course Title:** Entrepreneurial Strategy

**Professor:** J. Robert Collins, Ph.D.  
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Department of Marketing and Management  
College of Business and Entrepreneurship

**Contact Information:**

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**Course Meeting Day/Time/Room:** Internet Course

**Course Description:** This course introduces students to the challenges of owning, operating, and marketing a successful small business and the need for entrepreneurial focus in large firms. Prerequisites: Junior Standing, MGT 305, MKT 306

**Course Objectives:**

The student will gain an understanding of:

1. the practical challenges of starting/acquiring, operating, financing, and marketing a successful small business including the elements of a business plan. Emphasis is given to understanding, creating and presenting a business plan. The student will be exposed to all elements of a business including company structures, market analysis and plans, management, operations, and financial planning/reporting.
2. creating and presenting a business plan including the skills required in practical business writing, analysis, and presentation before critical reviewers.
3. the skills required for working as teams to develop a business plan which represents a realistic business situation that could be implemented if a student, student team, or other entrepreneur chose to do so. This includes basic team disciplines for managing and completing projects over extended time periods.

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**Course Text:** “Small Business Management: Launching and Growing Entrepreneurial Ventures, (17<sup>th</sup> Edition)”, Justin Longenecker, J. William Petty, Leslie E. Palich, and Francis Hoy, Cengage Learning, Stamford, CT, 2014

ISBN-13: 978-133-94775-2

**Please Note:** Students are required to have the textbook on the first day of class.

**Course Requirements**

1. **At the course home page, acknowledge that you have read and understand the syllabus and course schedule on “Virtual Office”**. A current copy of the syllabus and course schedule has been uploaded to the course home page. These along with other course materials, chapter power points, and charts that we use will be uploaded to this site at “Doc Sharing”. Any questions or observations from members of the class can be made in “Virtual Office” or directly to me via email. I will check Virtual Office regularly for comments and questions.

**Note:** Announcements and schedule changes will be posted on the course on “eCollege”.

2. **Business Plan Project**. (40% of total Grade) Student teams will develop a business plan for the creation, acquisition or expansion of a business along with a Power Point presentation of that plan. The particular business idea to be developed must be approved by the instructor. Throughout the course of the semester, each team will work through the process of writing the different sections of a business plan and integrating them into one document. At the end of the semester the teams will create a power point presentation of the high points of your plan. The business plan must represent a **realistic business situation** that could be implemented if a student, student team, or other entrepreneur chose to do so.

For purposes of this project, there are 3 “types” of plans:

1. A plan for the creation of a new business or acquiring a franchise.
2. A plan for the (full or partial) acquisition of an existing business.
3. A plan for the expansion or change of an existing business.

One-half of the business plan grade (50%) will be based on a completed written plan as produced by the team; one-fourth (25%) will be based upon your group's power point presentation, and one-fourth (25%) will be based on **your own team members' evaluation of YOUR efforts on the project**.

**Note:** A student may earn 3 extra points on the individual semester average by participating in the Lions Innovation Showcase held annually at TAMU-Commerce. The 2015 LIS will be held on the Square in Downtown Commerce.

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*Students may participate by exhibiting/presenting at the LIS or by assisting in planning and setup for LIS. More details will be provided after the beginning of the semester.*

The rubrics for evaluating the Business Plan Document and the Team Presentation are presented in **Appendix A** of the syllabus.

A brief note on the **contents of a business plan** and the requirements for **business plan draft contents** are included in **Appendix B** of the syllabus.

3. **Minor Examinations:** (20% of Total Grade) These are the chapter exams. Format is fill-in-the-blank and multiple choice questions. There will be a timed minor exam following each chapter reading assignment. The Minor Exam (ME) grade will be the average of the student's minor exam grades.

4. **Mid-term Examination:** (15% of Total Grade) Multiple choice and essay in format.

5. **Final Examination:** (15% of Total Grade) Multiple choice and essay in format.

6. **Case Study Report:** (10% of Total Grade) There will be 1-3 case studies assigned during the semester. The case study will provide a general background and description of a particular business situation along with a list of questions. Each student will be required to submit a written report describing analyses and conclusions reached in addressing the case study questions. In most **case studies** there is no "right" or "wrong" answer. The important thing is to be able to identify the key issues, form reasoned conclusions as to those issues, and be able to express those conclusions clearly. **The process for accomplishing a case analysis and our requirements for student submittals are discussed in the document "Case Study Analysis" located in Doc Sharing.** Please read and observe the directions in the document.

<b>Course Grade Summary:</b>	Business Plan Project	40%
	Minor Exams	20%
	Mid-Term Exam	15%
	Final Exam	15%
	Case Study Analysis	10%

**Student Teams:** Student teams will be formed in the first 2 weeks of class. There will be 3-5 members per team. Students may form their own teams, within constraints, but these may be altered as needed by the instructor. The primary constraint is that each team should include representation from more than one major when possible. Virtual meeting rooms will be provided for each team on eCollege to assist making team meetings more convenient. **As soon as a team is formed, please submit the member names to the instructor via email.** If

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significant “personnel” problems occur within a team, the instructor will act as mediator. This will only occur after the team has made every effort to resolve the issues within the team. In the event team problems cannot be worked out, changes may be made. This situation could have dire results for the team’s performance in the course. **Individual contribution to team performance will be evaluated as part of the overall grade in the course.**

**Late Submittal Policy:** Students may submit an assignment late for ½ credit up to one week after the stated due date for the assignment. Beyond one week, assignments will not be accepted unless **prior** approval has been obtained from the instructor.

**Statement of Academic Integrity:** Academic honesty is the foundation of the university community. Cheating, plagiarism, or other acts of academic dishonesty compromise the integrity of the academic process and community and are subject to disciplinary action. For this class, academic dishonesty will not be tolerated.

**Plagiarism:** Plagiarism represents disregard for academic standards and is strictly against University policy. Plagiarized work will result in an “F” for the course and further administrative sanctions permitted under University policy. Guidelines for properly quoting someone else’s writings and the proper citing of sources can be found in the APA Publication Manual. If you do not understand the term “plagiarism”, or if you have difficulty summarizing or documenting sources, contact your professor for assistance.

**Research Studies/Human Research**  
Procedure A15.02

Texas A&M University-Commerce recognizes the need for investigation in which human beings may serve as research subjects. The University acknowledges and accepts its responsibilities for ensuring that the privacy, safety, health, and welfare of such subjects are adequately protected. All research, which involves any form of participation of human subjects, qualifies as human subject research. This includes certain survey research, research by students as well as by faculty and staff and both internally and externally funded research.

In order to comply with federal regulations as well as to conform to guidelines of the University’s Institutional Review Board (IRB), the principal investigator should obtain approval of their research protocol from the IRB prior to any contact with human subjects.

If you are using humans in any of your research, contact your professor before proceeding with the research project. A determination will be made as to the need for IRB review and approval.

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**Student Considerations**

- Students with Disabilities - The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

Office of Student Disability Resources and Services  
Texas A&M University-Commerce  
Gee Library  
Room 132  
Telephone: (903) 886-5150 or (903) 886-5835  
FAX: (903) 468-8148

[StudentDisabilityServices@tamuc.edu](mailto:StudentDisabilityServices@tamuc.edu)

- “All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment.”
- Refer to Student’s Guide Book located at:

[www.tamuc.edu/studentlife/guidebook.htm](http://www.tamuc.edu/studentlife/guidebook.htm)

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APPENDIX A

**RUBRICS FOR EVALUATING THE BUSINESS PLAN REPORT AND TEAM  
PRESENTATIONS**

Note: More readable copies of these rubrics have been uploaded to Doc Sharing on eCollege.

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### Mgt 308 Business Plan Report - Grading Rubric

Semester:

Section:

Teacher:

Mgt 308-01E

Dr. Bob Collins

Points Available      20

CATEGORY	Points	Pt Distribution				
		0-59	60-69	70-79	80-89	90-100
A. Description of Business including principals and structure		Poor desc of biz; more than one missing elements	Acceptable desc of biz; more than one missing elements	Clear desc of biz; more than one missing elements	Clear desc of biz; missing element	Clear desc of biz; history; objs; to date; structure; cust served; industry
10%	2					
B. Description of Product and/or Service		Poor or incomplete desc, elements missing, no assumptions.	Acceptable desc, elements missing, no assumptions	Less than clear desc, elements missing, poor or no assumptions	Clear desc. of prod/service plan; elements missing and/or poor assumptions	Clear desc. Of prod/service plan; competitive adv., prod. Dev; IP
10%	2					
C. Market Description and Analysis		Poorly presented, incomplete or no analysis, poor or no assumptions	Incomplete or no analysis, missing elements, poor or no assumptions	Incomplete analysis, missing elements, inaccurate assumptions	Good market analy; inaccurate assumptions	Thorough, cmplt mkt analy; proj capture and sales, selling approach, pricing, comp analy
20%	4					
D. Operations and Management		Incomplete or no content, presented as an afterthought	Incomplete or no content, poorly presented,	Incomplete content, inaccurate desc, not clearly presented	Clear desc of some ops, incomplete content	Clear desc. of ops, location, facilities, QA, Inventory & matls mgt, team, org structure,
15%	3					
E. Financial Plan		Poor or no assumptions; missing pro formas or budget; inaccurate	Poor assumptions; missing a pro forma or budget; inaccurate	Assumptions incomplete; missing a pro forma or cash budget; suspect accuracy	Reasonable assumptions; missing a pro forma; cash budget for 1 yr; accurate	Reasonable assumptions; all pro formas for 3 years; cash budget for year one; accurate
15%	3					
F. Executive Summary		Poor organization; unclear; 1 page or less; elements missing	Not well organized; 1 page or less; elements missing	Not well organized; 1-3 pages; elements of biz plan missing	Professional, reasonably clear, 1-3 pages; elements of biz plan missing	Professional, clear and concise; 1-3 pages; Covers biz plan
20%	4					
G. Overall Content and Quality of Writing		Poor writing; typos/mispellings, bad grammar; inaccuracies; No Title Page, TOC	Sloppy Grammar; Inaccuracies or Deficiencies; No Title Page, TOC	Grammar issues; Content Deficiencies; Title Page and/or TOC Issues	Moderately Prof., some typos-mispells; Title Page and TOC; content OK	Professional, clear and concise; Title Page and TOC
10%	2					
<b>Total Points</b>	<b>20</b>					

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**Mgt 308 BUSINESS PLAN PRESENTATION EVALUATION SHEET**

<b>Business:</b>			<b>Team No:</b>			<b>Evaluator Name:</b>			
<b>Team Names</b>									
<b>Categories</b>	<b>Max Pts</b>						<b>Team Score</b>	<b>Comments</b>	
<b>Business Plan</b>									
Mission Statement	5								
Company Overview	10								
Product/Service Description	15								
Marketing Plan	15								
Management Plan	10								
Operations Plan	10								
Financial Plan	15								
	80								
<b>Presentation</b>									
Prof. Attire	5								
Effectiveness	5								
Style, Visual Aids, Handouts,...	5	▶							
Speaker Balance	5	▶							
	100							← <b>Total Score (Max=100)</b>	

Signature: \_\_\_\_\_  
 Date: \_\_\_\_\_

<b>Presentation Rating Levels:</b>			
<b>Maximum Pts:</b>	<b>15</b>	<b>10</b>	<b>5</b>
<b>E: Excellent</b>	13-15	10	5
<b>G: Good</b>	10-12	8-9	4
<b>F: Fair</b>	7-9	5-7	3
<b>P: Poor</b>	1-6	1-4	1-2

4/29/2010



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### Mgt 308 Case Study Assignment - Grading Rubric

Semester:

Section:

Mgt 308

Teacher:

Dr. Bob Collins

Available Points: 10

CATEGORY	Points	Pt Distribution %'s				
		0-59	60-69	70-79	80-89	90-100
A. Case summary including the business name(s), principals and other key facts.		Poor desc; more than one missing element	Acceptable desc ; more than one missing element	Clear desc ; more than one missing element	Clear desc ; missing element	Clear desc of the case situation
10%	1					
B. Statement of the question(s)		Poor or incomplete statement	Acceptable statement; elements missing	Less than clear statement; elements missing	Clear statement; elements missing	Clear statement of the question(s)
10%	1					
C. Identification of the data and information required to assess the questions		Poorly presented, incomplete	Incomplete , missing elements	Incomplete limited missing elements	Good identification and presentation	Thorough, complete identification and presentation
20%	2					
D. Analysis and statement of the response to the question(s)		Incomplete; presented as an afterthought	Incomplete, missing content, poorly presented,	Incomplete content, inaccurate not clearly presented	Mostly Clear response, incomplete content	Clear and complete response
20%	2					
E. Quality and thoroughness of the analysis		Limited, inaccurate	Poor assumptions; partially presented; inaccurate	Assumptions incomplete or not stated; some accuracy questions	Reasonable assumptions; well organized; accurate	Reasonable assumptions; well organized and presented
20%	2					
Overall Content and Quality of Writing		Poor writing; typos/misspells; inaccuracies; Poor organization	Sloppy Grammar; Inaccuracies or Deficiencies; Poor organization	Grammar issues; Content and organization Deficiencies	Moderately Prof., some rough spots; content OK	Professional, clear and concise; Well organized
20%	2					
<b>Total Points</b>	<b>10</b>					

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APPENDIX B

**BUSINESS PLAN AND ROUGH DRAFT CONTENTS**

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**Contents of a Business Plan** (See Chapter 6 of Text)

For purposes of this project, there are 3 “types” of plans:

1. A plan for the creation of a new business or acquiring a franchise.
2. A plan for the (full or partial) acquisition of an existing business.
3. A plan for the expansion or change of an existing business.

**Required:** Title or Cover Page  
Table of Contents  
Executive Summary  
Mission Statement  
Company Overview  
Product(s) Description; Services Plan  
Market Analysis and Plan (Chap 7, 16,17)  
Management Plan (Chap 8, 19-22)  
Operating Plan (Chap 9, 13, 20)  
Financial Plan (Chap 10,11, 22, 23)  
Appendices (As Required)

**As Needed:** Company History  
Legal Structure and Form of Acquisition  
Involvement of Other Investors  
Exit Strategy for Investors (Chap 12)  
Potential for Public Offering  
Other information important to analyzing the Plan

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**Rough Drafts**

As noted in the class schedule, each team is required to submit two “rough drafts”. Each draft is to cover only certain portions of the business plan as shown below. The purpose of the rough drafts is to provide some measure of progress being made and to ensure that each team is on course for successful completion. The drafts may be thought of as a status report. If additional information is needed to complete a draft of a section, merely describe the actions that are being taken to gather the information and/or finalize any decisions. **Note: Drafts will receive a grade. In addition, failure to turn in a draft will result in 5 points being taken off the grade given to the final written report (Along with a zero in this component of the classroom participation grade).**

**Minimum Contents of Drafts:**

- Draft A:**       Company Overview  
                  Product Description / Services Plan  
                  Market description, Plan for any further analysis  
                  Forecast of capital type and amounts required
- Draft B:**       Marketing plan, Update on Market analysis  
                  Summary of key financial assumptions  
                  Status of Financial Projections  
                  Preliminary list of appendices