

Course Syllabus
BA 447 Entrepreneurship
Instructor Timothy Ewest
Winter 2009

Scope of Course:

Exploration of entrepreneurship culminating in development of a business plan. Introduction to complexity and multidimensional nature of the subject through thorough articulation of business plan. Prerequisite: Second-year standing; MA 107 or 201; BA 331, 345, 353; AC 121.

Class Times:

Tue-Thu, 1:00 PM - 2:40 PM (1/5/2009 - 4/17/2009)

Location: MAIN WBC 215

Administration of course:

Instructor: Timothy Ewest,

Location: Home: 715 3rd Ave, Waverly, IA 50677. Office: 104, Whitehouse.

Email: timothy.ewest@wartburg.edu

Phones: Work#: 352-8416; Home#: 352-4857.

Conferences: If you are underperforming in the class at any point I will make you aware of your performance gap and help you develop a strategy to become successful.

Course Objectives:

1. To understand the important aspects of entrepreneurship and start up and how these two relate to the formation of a business plan.
2. To be able to delineate the various aspects of a business plan as well as create them.
3. To be able to make decisions concerning implementation, cost, strategy, personal suitability and others based on the creation of a business plan.
4. To be able to project the financial saliency accurately so as to determine what financial decisions need to be made.
5. To be able to use the process of forming a business plan to understand all of the various aspects of operating a business in a competitive environment.
6. To be able to determine if ideas are able to be turned into business opportunities.
7. To understand and be able to harness potential funding opportunities.
8. To be able to present the business plan in a cogent and succinct way.

Required Texts/Articles:

- Allen, K. (2008). *Launching new ventures* Fifth Edition South-Western College Publishers, Cincinnati, OH,
- Magos, A; Crow, S. (2003). *Business plans that work for your small business*. Chicago, IL. CCH Publication.
- Needleman, J. (1991). *Money and the meaning of life*. New York, NY. Doubleday.
- Articles as assigned. The articles for this course are going to be uploaded in the course site on MyWartburg.

Student Responsibilities:

1. Attend all classes. If you are going to be absent you must notify me 24 hours before class time. Absenteeism normally results in a lower course grade, and is an early indication of future problems within the workplace. Develop good attendance and participation habits now by being on time and present for every class.
2. Read all assigned material.
3. Make sure you submit all assignments on the day they are due. Late assignments will be marked down 10% for each day they are late. Also you should note:
 - a. All papers are to be submitted in APA format. Samples are provided in the course web site.
 - b. Some papers are to be submitted electronically (formatted in Microsoft Word) others are to be turned in as a Hard Copy. A forum will be provided for you to submit your electronic assignments. Do not email me papers.

Course Activities (what do I need to do to pass this course):

1. Quizzes: Every two chapters there will be a short quiz on what you have read.
2. Business Plan: You will be asked to submit a business plan. The plan is broken up into four parts and is to be handed in throughout the semester. Normally business plans run around 45-60 pages (Team) 30-40 pages (Individual), double-spaced with financials on the back. Each draft you submit (four in all) we will sit down and talk about how to improve on what you have submitted. At the end of the course, each student/team will draw together their plan into a presentation. The presentation will be done in front of a panel of entrepreneurs from the greater Cedar Valley area. The presentations can be creative, but should be done to sell the idea and elicit support for the venture. For these submissions you will need to get a three ring binder so you can compile your submission. Grading rubrics will apply.

You can either form a team, of no more than 3 people, or you can do the plan on your own. Teams typically create better results. If you choose to do the plan on your own, you exempt from reading the Needleman book. If you do it as a team, you must do the Needleman readings.

It is VERY important to note that the due dates for the plans are fixed. If a person/team misses a more that two due dates for the submissions, they will automatically fail the business plan portion of the course (fail the course since its worth between 600 and 750 points).

1. Part #1: This section contains the business idea, table of contents. It also will contain company summary (Magos and Crow 17-30).
2. Part #2: This section contains market analysis and product and service description (Magos and Crow 31-46).
3. Part #3: This section contains marketing and sales plans (Magos and Crow 47-54).
4. Part #4: The final section contains operations plan and financial plans (Magos and Crow 55-80).

3. Money and The Meaning (Team option): Each student who is on a team will read the book, “Money and the Meaning of Life” by Jacob Needleman. For each section you will provide a personal reflection on what you have read. The length should follow the 4x4 rule (four paragraphs each containing four sentences) – but this is only a guideline. I am really looking for you to answer the question(s), “This section challenged me, spoke to me, informed me, etc.” Please reference and site the page number when you refer to the book. There specific due dates are posted below. The submissions are to be done electronically using MyWartburg and the deadline is Sunday midnight the week that they are due. .
4. Class participation: Each student is expected to contribute to class discussion and participate in all activities.

Weight of each assignment:

- Quizzes: 200 Points = (20%)
- Money and Meaning: 150 points = (15%) – Indiv. points added back into plan.
- Business Plan: 600 points = (60%)
- Class Participation: 50 points = (5%).

Evaluation System:

I grade straight percentage, no curve, +/- . The percentages are as follows: A/- = 100-90%, B+/- = 89-80%, C+/- = 79-70%, D+/- = 69-60%, F+/- = 59

Honor Code:

By attending Wartburg College, students are demonstrating their dedication to the Honor Code, which says:

As a matter of personal commitment, students, faculty, and staff of Wartburg College are expected to demonstrate three simple principles:

- (1) All work submitted be your own.
- (2) When using the work or ideas of others, including fellow students, give full credit through accurate citations.
- (3) If you are uncertain about the ground rules on a particular assignment, ask for clarification.

All are responsible for abiding by these guidelines and opposing academic dishonesty by reporting any act that goes against these guidelines.

Accommodation:

In order to accommodate a specific disability each student is asked to visit the Student Life Office. Special accommodations can be made for learning or physical disabilities so please take appropriate action. Students will not be given special dispensation unless they have contacted Student Life first.

BA 447 Course Schedule:

The following is a tentative schedule and may be adjusted as appropriate.

Week of January 5th**Weeks Reading:**

- Allen: Chapter #1.
- Needleman: Chapter #1 & #2

Weeks Assignment(s):

- *None*

Week of January 12th**Weeks Reading:**

- Allen: Chapter #2.
- Needleman: Chapter #3 & #4

Weeks Assignment(s):

- *Quiz.*
- *Needleman submission for Chapters 1-4- online*

Week of January 19th**Weeks Reading:**

- Allen: Chapter #3.
- Needleman: Chapter #5 & #6

Weeks Assignment(s):

- *Draft, Part #1*

Week of January 26th**Weeks Reading:**

- Allen: Chapter #4.
- Needleman: Chapter #7 & #8

Weeks Assignment(s):

- *Quiz*
- *Needleman submission for Chapters 5-8 -online*

Week of February 2nd**Weeks Reading:**

- Allen: Chapter #5.
- Needleman: Chapter #9 & #10

Weeks Assignment(s):

- *None*

Week of February 9th**Weeks Reading:**

- Allen: Chapter #6.
- Needleman: Chapter #11 & #12

Weeks Assignment(s):

- *Quiz.*
- *Needleman submission for Chapters 9-12- online*

Week of February 16thWeeks Reading:

- Allen: Chapter #7.
- Needleman: Chapter #13 & #14

Weeks Assignment(s):

- **Group #5** – “Empowerment: The Emperor’s New Clothes”, Argyris, C.

Week of February 23rdWeeks Reading:

- Allen: Chapter #8.
- Needleman: Chapter #15 & #16

Weeks Assignment(s):

- **Draft, Part #2**
- **Quiz.**
- **Needleman submission for Chapters 13-16- online**

Week of March 2nd

Winter Break

Week of March 9thWeeks Reading:

- Allen: Chapter #9.
- Needleman: Chapter #17 & #18

Weeks Assignment(s):

- **None**

Week of March 16th

- Allen: Chapter #17.
- Needleman: Chapter #19 & #20

Weeks Assignment(s):

- **Quiz**
- **Draft, Part #3**

Week of March 23rdWeeks Reading:

- Allen: Chapter #18.
- Needleman: Chapter #21 & #22.

Weeks Assignment(s):

- **Needleman submission for Chapters 17-22 -online**

Week of March 30thWeeks Reading:

- Allen: Chapter #19.

Weeks Assignment(s):

- **Quiz**

Week of April 6th to 11th

Weeks Reading:

- None.

Weeks Assignment(s):

- *Draft, Part #4* may be optional.*

Week of April 13th

Weeks Reading:

- None

Weeks Assignment(s):

- **Full plan presentation at Final Exam time.**