

Entrepreneurship and Business Planning
MGTE 40590-01

Spring 2007

Instructor: Gerald H. Frieling

Class: 11:00am – 12:15pm Tu/Th
Room 117 DeBartolo

Contact: Gerald.H.Frieling.5@nd.edu

Room 224 MCOB Tel: 631 - 9467

Text: Abrams, Rhonda. *The Successful Business Plan – Secrets & Strategies*
The Planning Shop. ISBN: 0-9669635-6-3 Fourth Edition

Hankins, Gary. *The Power of the Pitch* ISBN: 0-7931-9439-3

Entrepreneurship and the Business Plan:

There are over 20 million small businesses in the United States. Historically most new jobs are created by small business – 85% during the period of the 1990's. It is also a fact that small companies are responsible for a high proportion of innovations in products and services. However, despite the overall success of small businesses each year many fail. A rule of thumb is that 50% of businesses founded in any one year are not in business five years later. The causes of small-business failure range from inadequate accounting systems to an inability to cope with growth. But the underlying problem appears to be an overall lack of strategic management beginning with an inability to plan a strategy to reach the customer and ending with a failure to develop a system of controls to keep track of performance.

Entrepreneurship occurs when an enterprising individual pursues a lucrative opportunity. To be an entrepreneur is to initiate and build an organization, rather than being only a passive part of one. Simply put, entrepreneurs generate new ideas and turn them into business ventures. But entrepreneurship is not simple. It requires an incredible mental toughness to survive and prosper.

The process is manageable, however, when a thoughtful and detailed business plan is created. All businesses need a plan. Whether large or small, for profit or not, every business needs to develop a business model, a strategy and a plan that focuses on the business objectives, the product and/or service, the market, and the external environment.

Course Objectives:

This capstone course provides the opportunity for students to apply the skills and concepts learned from their business education and experience developed outside the classroom in order to create a comprehensive business plan for an entrepreneurial start-up endeavor. The plan will be prepared in sufficient detail to serve as a proposal suitable for presentation to capital sources. It should also serve as an operating plan complete with metrics and tactical action programs required for successful implementation.

In addition to the written business plan, each student will make an oral presentation given from the perspective of an entrepreneur presenting to potential investors. The presentation should be supported by appropriate visual aids. Prior to this formal presentation the students will present short portions of the plan designed to highlight the major components. All discussions and written materials concerning your business plan are confidential. What is discussed or presented in the classroom concerning an individual's plan is to stay in the classroom and not discussed or disclosed outside without the approval of both the professor and the student.

The course itself is segmented into classroom learning, discussion/reporting sessions, individual research projects and interactive feedback from both students and the instructor. Students are expected to prepare for and regularly attend classes, participate in class discussion and complete assignments. No late assignments will be accepted without the approval of the instructor. During the semester each student will meet individually with Prof. Frieling to discuss the status of their plan and obtain feedback or advise on various elements of the plan. All assignments as well as each component of the plan should be submitted type-written, double spaced with 12pt font. The completed business plan is due April 24, 2007. The plan should be 20 to 40 pages in length in addition to a table of contents and appendix. In preparing the plan completeness and attention to detail is the key. Pay close attention to grammar, sentence structure and spelling. Final plan is to be bound which can be done at the Copy Shop.

Grades:

Business Plan Segment: 70% of final course grade

 Written business plan - 40%

 Assignments, participation & attendance - 30%

Oral Presentation Segment: 30% of final course grade

Schedule Fall 2006

<u>Session</u>	<u>Day</u>	<u>Date</u>	<u>Event/Assignment</u>
1	Tues	1/16	Introduction and course description.
2	Thurs	1/18	Prepare a written description and rationale for the proposed business. Read introduction and chapter 1. Complete form on page 3.
3	Tues	1/23	Read chapters 2 & 3 Discussion of generic strategies and driving forces Complete forms on pages 12, 17, 33 & 34
4	Thurs	1/25	Read chapters 4 & 5 Hand in the business mission statement and the Synopsis Executive Summary pages 51 & 52. Discussion on organization & legal structure Complete forms on pages 62-63, 65-66
5	Tues	1/30	Read chapter 6 Hand in form on page 84.. Discussion of life cycle and technology.
6	Thurs	2/1	Read chapter 7 Complete form on page 98 and be prepared to discuss in class.
7	Tues	2/6	No formal class Do outside research on marketing plan. Use Steve Hayes – BIC as a resource if needed.
8	Thurs	2/8	Read chapter 8 Complete forms on pages 106, 107, 110 and 113 Hand in form on page 114. Discussion of growth/share matrix.
9	Tues	2/13	Read chapter 9 Hand in form on page 130 Discussion of SWOT analysis and risk assessment

- | | | | |
|----|-------|------|--|
| 10 | Thurs | 2/15 | Read chapter 10
Hand in form on page 147.
Complete forms on pages 138, 140, 144, 145, 148 & 150
Discussion of market segmentation, distribution & alliances |
| 11 | Tues | 2/20 | Hand in written marketing plan
Presentation and class critique of two plans |
| 12 | Thurs | 2/22 | Read chapters 11
Complete forms on pages 158, 162 & 163 if appropriate,
164, 166, 168, 170, 171, 173, 174 & 176.
Hand in form on page 177. |
| 13 | Tues | 2/27 | Read Chapters 12 & 13
Complete forms on pages 185, 192, 197, & 199.
Hand in forms on pages 186 & 205
Discussion on directors and “Good to Great”. |
| 14 | Thurs | 3/1 | Read Chapters 14 & 15
Complete forms on pages 216, 223 & 228.
Discuss objectives, culture and exit strategy |
| 15 | Tues | 3/6 | Read Chapter 16
Complete forms on pages 248, 257, 264, 265 & 267
Discussion on assumptions and breakeven analysis. |
| 16 | Thurs | 3/8 | Read Chapters 17 & 19
Discussion |

MID SEMESTER BREAK

- | | | | |
|----|-------|------|--|
| 17 | Tues | 3/20 | Hand in financial plan
Presentation and critique of two plans |
| 18 | Thurs | 3/22 | Discussion on business plan analysis from a
bankers and venture capitalist perspective. |
| 19 | Tues | 3/27 | No formal class – Read chapters 21-27 |
| 20 | Thurs | 3/29 | Individual meetings with Prof. Frieling |

- | | | | |
|----|-------|------|--|
| 21 | Tues | 4/3 | Individual meetings with Prof. Frieling |
| 22 | Thurs | 4/5 | Business plan review |
| 23 | Tues | 4/10 | Read Chapters 1-4 <i>Power of the Pitch</i>
Presentation of chapters |
| 24 | Thurs | 4/12 | Read Chapters 5-9 <i>Power of the Pitch</i>
Presentation of chapters |
| 25 | Tues | 4/17 | Read Chapters 10-13 <i>Power of the Pitch</i>
Presentation of chapters |
| 26 | Thurs | 4/19 | Read Chapters 14-17 <i>Power of the Pitch</i>
Presentation of chapters |
| 27 | Tues | 4/24 | In-class presentation of two motivating vision speeches
Hand in completed written business plan and vision speech |
| 28 | Thurs | 4/26 | In-class presentations of business plans and critiques |
| 29 | Tues | 5/1 | In-class presentations of business plans and critiques |