

**UNIVERSITY OF NOTRE DAME  
MENDOZA COLLEGE OF BUSINESS  
MGT 70500/70509 (ENTREPRENEURSHIP I) and  
MGT 70550/70559 (ENTREPRENEURSHIP II)  
Spring 2007**

Class times: Mondays and Wednesdays 5:00 pm – 6:50 p.m.  
Class room: Room 160 Mendoza Building  
Instructor: Gerard J. Pannekoek  
Office Hours: By appointment only  
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**Required Course Materials:**

"Entrepreneurship: Theory, Process, Practice", seventh edition by Donald F. Kuratko and Richard H. Hodgetts. ISBN 0-324-32341-7, published by Thomson South-Western.

**Course Description and Objectives:**

The goals of this course are to give the MBA students a broad understanding of the field of entrepreneurship and to introduce them to the critical tools that are necessary to create a successful new venture. The course is designed to simulate the “real-life” activities of entrepreneurs in the start-up stage of a new venture concept, to determine if a demand exists for their product or service, and to develop a comprehensive business plan.

The first module will concentrate on:

- the concept of entrepreneurship,
- its historical evolution,
- the characteristics of an entrepreneur,
- the process of identifying, creating and evaluating opportunities for new ventures,
- market research for entrepreneurial ventures, and
- the process of developing entrepreneurial opportunities into viable business concepts.

Each student will have to identify an opportunity for a new venture and present it in class. Students will then form teams of four and select and further pursue the new venture opportunity of one of its members. At the end of this first module, students will be required to present a well-documented feasibility analysis on their chosen new product or service. The presentations will be made on Thursday March 1 to classmates and a panel of business executives. This module will be supplemented by a case study and one or more guest speakers.

The second module will build on the first module and will concentrate on transforming the opportunity for a new venture from the feasibility analysis to an effective business plan. Particular attention will be paid to all components of the business plan, such as marketing, operations, management, financial plans and milestones. The objective is for each team to

prepare and present weekly a component of the business plan to the class in 10 minutes or less. At the end of this second module, each team will be required to submit and present its final business plan to the class and an outside panel of business executives. These presentations will take place on Monday May 7.

The second module will be supplemented by one or more guest speakers.

**Attendance and Participation:**

Attendance in class is very important to your success in understanding the course material. In addition, all students will participate in presentations on their proposed new venture and all students are expected to give constructive criticism to the various presentations. The classroom interaction and open discussion should encourage and enable all teams to produce viable and effective business plans.

**Grading:**

Module 1:

Part 1 Exercise	5%
Written paragraph on new business venture	5%
Presentation to class on new business venture	5%
Team proposal for market research	10%
Written submission and presentation of Market Research Analysis	15%
Team presentation Feasibility Analysis	35%
Class Participation	25%

Module 2:

Written submissions and presentations on:

• Business Description	10%
• Marketing	10%
• Manufacturing and Operations	10%
• Management	10%
• Financial Statements	10%
• Critical Risks, Harvest Strategy and Critical Milestones	10%
Team Presentation Final Business Plan	20%
Class Participation	20%

Note: to ensure that each team member gets the recognition she/he deserves for contributing to the project, you will be asked to assess each of your team member's contribution at the end of your team project. Dividing a "bonus" of \$1,000 among the team members will accomplish this.

## **Weekly Schedule:**

### **MGT 70500/9, ENTREPRENEURSHIP I**

- Monday, January 15: Introduction and Course Overview
- Submit Part 1 Exercise: Determine your Entrepreneurial Quotient
- Read and be prepared to discuss:
- Introduction
  - Chapter 1 - The Revolutionary Impact of Entrepreneurship
  - Chapter 2 - The Evolutionary Development of Entrepreneurship
- Wednesday, January 17: Submit written paragraph on new business venture opportunity
- Read and be prepared to discuss:
- Chapter 4 - The Entrepreneurial Mind-Set in Individuals
  - Chapter 5 - Creativity and Innovation
- Case Analysis: Sportin' Life Dilemma
- Monday, January 22: Presentations to class on individual opportunities for new business venture (maximum of 3 minutes per presentation)
- Wednesday, January 24: Submission of teams and chosen opportunity for new venture
- Read and be prepared to discuss:
- Chapter 7 - Assessment of Entrepreneurial Opportunities
  - Appendix 7A - Feasibility Plan Outline
- Monday, January 29: Read and be prepared to discuss:
- Chapter 8 - Environmental Assessment of Entrepreneurial Ventures
  - Chapter 9 - Marketing Research for Entrepreneurial Ventures (pages 279 – 286)
- Wednesday, January 31: Presentations to class on team proposals for market research (no more than 10 minutes per presentation)
- Monday, February 5: Ongoing Market Research
- Read and be prepared to discuss:
- Chapter 6 – Entrepreneurial Ethics
- Case Analysis: Stew Leonard's Dairy

- Wednesday, February 7: Ongoing Market Research
- Read and be prepared to discuss:
- Chapter 3 - Corporate Entrepreneurship
- Monday, February 12: Ongoing Market Research
- Read and be prepared to discuss:
- Chapter 15 – Strategic Planning for Emerging Ventures
  - Women and Minority Entrepreneurship (hand-out)
- Wednesday, February 14: Teams to submit and present Market Research Analysis
- Monday, February 19: Teams to submit and present Market Research Analysis (ctd.)
- Wednesday, February 21: Read and be prepared to discuss:
- Chapter 16 – Managing Entrepreneurial Growth
- Guest Speaker (VC)
- Monday, February 26: Read and be prepared to discuss:
- Chapter 11 – Developing an Effective Business Plan
- Thursday, March 1: Team presentations Feasibility Analysis

**MGT 70550/9, ENTREPRENEURSHIP II (tentative)**

- Monday, March 19: Read and be prepared to discuss:
- Chapter 9 – Marketing Research for Entrepreneurial Ventures
  - Chapter 11 – Developing an Effective Business Plan
- Wednesday, March 21: Teams to submit and present Business Plan Chapter on “Business Description”
- Monday, March 26: Read and be prepared to discuss:
- Chapter 12 – Legal structures for New Business Ventures
  - Chapter 13 – Legal Issues Related to Emerging Ventures
- Wednesday, March 28: Teams to submit and present Business Plan Chapter on “Marketing”
- Monday, April 2: Read and be prepared to discuss:
- Chapter 10 – Financial Preparation for Entrepreneurial Ventures
  - Chapter 14 – Sources of Capital for Entrepreneurs

- Wednesday, April 4: Teams to submit and present Business Plan Chapter on “Manufacturing and Operations”
- Wednesday, April 11: Teams to submit and present Business Plan Chapter on “Management”
- Monday, April 16: Guest Speaker (Financial)
- Wednesday, April 18: Teams to submit and present Business Plan Chapter on “Financial Statements”
- Monday, April 23: Teams to submit and present Business Plan Chapter on “Financial Statements” (ctd.)
- Wednesday, April 25: Read and be prepared to discuss:
  - Chapter 17 – Valuation of Entrepreneurial Ventures
  - Chapter 18 – Harvesting the Entrepreneurial Venture
- Monday, April 30: Teams to submit and present Business Plan Chapters on “Critical Risks”, ”Harvest Strategy” and “Critical Milestones”
- Wednesday, May 2: Teams to submit Final Business Plan
- Monday, May 7: Team presentations Final Business Plan