

Entrepreneurial Strategy (MGMT 3100)
Course Syllabus
Consortium of Universities for International Studies
Spring 2013

Professors:

Professor: Dr. Al Ringleb

Block: B1 (8:25 – 10:15am), Classroom 31

Course Description:

Entrepreneurship is not just about business. It is about creativity, ideas, innovation, and new (organizational and individual) ventures of all sorts. Entrepreneurs are most prevalent in the business world, but they are also visible in all types of professional endeavors. Social entrepreneurs, for example, bring new ideas to non-profits related to social causes, education, the arts, and to governmental entities. Furthermore, entrepreneurship is ubiquitous: it is evident in every country and in every culture.

The purpose of this class is to present the subject of entrepreneurship in both theoretical and practical terms. By theoretical, I mean that we will examine entrepreneurship by focusing on what it takes to bring new ideas and ventures to fruition (i.e., how opportunities are discovered, the conditions of markets and industries that must be weighed in choosing to enter them, and the resources and characteristics needed by an entrepreneur to establish a new venture and build it into a successful enterprise). By practical, I mean that you will be interacting with practicing managers who have experience as entrepreneurs themselves. You will also complete project that will require you to utilize what you have learned in class.

Basic knowledge and techniques will come primarily from our reading of the textbook. You will need to understand the tools and ideas that have proven to be most useful for those who have successfully started new ventures, and this particular text is a very good overall introduction to the subject.

Prerequisites:

There are no formal prerequisites for this course, although it is recommended that students have previously taken at least one course in business administration. A basic of accounting is advantageous.

Textbook and Readings:

Entrepreneurship: Successfully Launching New Ventures, 3/e by Bruce R. Barringer and R. Duane Ireland. I will supplement your reading with additional case and web-based materials.

Teaching Method:

Classroom sessions will take the form of lectures, discussions of case studies and questions from the text, video clips, presentations by and question-and-answer sessions with guest entrepreneurs, and end-of-the-term presentations of student projects. Please bring your book to class since I will make regular reference to various charts, diagrams, and situations that appear in the text. Assignments will be made clear in class throughout the course. Students are expected to come to class prepared, having read the assigned material and completed any written assignments (typed unless otherwise indicated) prior to the class meeting.

Grading:

Points Available for Exams and Assignments:

Quizzes:	100
2 exams (100 each):	200
4 Assignments (25 each):	100
<u>Project:</u>	<u>100</u>
Total Points Available:	500

Grades will be assigned on the basis of total points earned and will take into account relative class standing in line with the University of Iowa's guidelines. Active, meaningful class participation will positively influence borderline grades and +/- grades will be used. Course grades will be approximately distributed according to the recommended guidelines of the Management and Organizations Department at the University of Iowa, which is 30% A's, 40% B's, 30% C's and 10% D's. These are only guidelines.

Academic Policy – CIMBA

Honesty in Learning:

The overwhelming majority of students attending CIMBA programs are driven to improve their skills and put themselves on track for a challenging and rewarding career. In the unfortunate event of academic dishonesty all such incidents will be reported to the Campus Coordinator of the CIMBA Undergraduate Program and the student may be placed on disciplinary probation for the remainder of his or her semester at CIMBA, or possibly expelled from the program. In general, the decision of the Professor may be appealed to the Campus Coordinator, then to the Associate Director of CIMBA (Cristina Turchet). The Honor Code for the Tippie College of Business will determine the appropriate appeals process.

Sexual Harassment:

The CIMBA Undergraduate Program and The University of Iowa are committed to providing students with an environment free from sexual harassment. If you feel that you are being or have been harassed or you are not sure what constitutes sexual harassment, you are encouraged to visit the University website, www.sexualharassment.uiowa.edu/index.php, and to seek assistance from the CIMBA Undergraduate Office.

Accommodating Disabilities:

If you have a disability that may require some modification of seating, testing, or any other class requirement, please let me know as soon as possible so that appropriate arrangements can be made. Similarly if you have any emergency medical information about which I should know, or if you need special arrangements in the event the building must be evacuated, please let me know. Please see me after class hours or schedule an appointment. I would also remind you that the Office of Student Disability Services is available to assist you.

CIMBA Attendance Policy:

Attendance at all classes and CIMBA-sanctioned activities is MANDATORY. All unexcused absences will have the following consequences:

- a. 1st absence will result in a loss of a 1/3 of a letter grade in any class
- b. 2nd (cumulative) absence will result in a loss of an entire letter grade in that class
- c. 3rd (cumulative) absence will result in a dismissal from the program

Absences due to illness require a note from the CIMBA Undergraduate Office Staff and/or the Istituto Filippin medical staff. If a student is sick and cannot attend class, he/she must inform the CIMBA Staff immediately. Failure to do so will result in an unexcused absence.

Student Concerns

Regarding this course, student concerns should first be discussed with me, the faculty member teaching this course. If we can't resolve the complaint, you may contact the Department Chair, Jay Christensen-Szalanski (319-335-0951), jay-christensen-szalanski@uiowa.edu. If you cannot resolve the complaint by speaking with the chair, you may contact the Associate Dean of the Tippie College Undergraduate Program, Lon Moeller, at 319-335-0924, or by email at lon-moeller@uiowa.edu ”

TENTATIVE SCHEDULE

<u>WEEK</u>	<u># OF MEETINGS</u>	<u>TOPICS AND ACTIVITIES</u>	<u>CHAPTER</u>
Week 1	1	-Introduction to entrepreneurship	Chapter 01
Week 2	2	-Introduction to entrepreneurship -Recognizing opportunities and generating ideas	Chapter 01 Chapter 02
Week 3	2	-Feasibility analysis -Writing a business plan	Chapter 03 Chapter 04
Week 4	2	-Industry and competitor analysis -Developing an effective business model	Chapter 05 Chapter 06
Week 5	0	Travel Week	
Week 6	2	-Preparing the proper ethical and legal foundation -MIDTERM EXAM	Chapter 07
Week 7	3	-Assessing a venture financial strength/viability -Building a new venture team	Chapter 08 Chapter 09
Week 8	3	-Getting financing or funding -Unique marketing issues	Chapter 10 Chapter 11
Week 9	0	Travel Week	
Week 10	2	-The importance of intellectual property -Preparing and evaluating the challenges of growth	Chapter 12 Chapter 13
Week 11	2	-Strategies for firm growth -Franchising	Chapter 14 Chapter 15
Week 12	1 + Exam	-Project presentations and discussions -FINAL EXAM	
Total	20 Meetings + Final Exam		