

06J:125
Entrepreneurial Strategy
Spring 2014

Instructor: Professor Simone Bigolin

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Office Hours: By appointment

Course Description: In this class we will study the entrepreneurial process as it applies to the creation of a new venture and growing an existing organization.

The concepts and skills developed in the course are applicable to both traditional corporate ventures and new and emerging companies.

Course Prerequisites: There are no formal prerequisites for this course. Students should be able to use Excel and Word.

Course Highlights and Objectives: The course attempts to encourage an integrated, cross-functional perspective of how organizations identify and evaluate opportunities and develop strategies to compete in a global marketplace. It concentrates on creativity and innovation, opportunity recognition, venture screening, identification of resources and strategic business planning. Entrepreneurship is not just about business. It is about ideas regarding new products or services or new approaches to manage processes. So the course will encourage you to improve your creativity skills which is the basis for innovation.

Learning objectives.

The primary learning objectives are:

- To develop a comprehensive definition of entrepreneurship and recognize its importance to long-run economic growth.
- To identify and understand the most commonly cited characteristics found in successful entrepreneurial leaders.
- To explore the role of entrepreneurship, creativity and innovation in the formation of new ventures and growth of existing organizations.
- To study the models and criteria used by entrepreneurs, senior business executives and the investment community to evaluate and pursue entrepreneurial opportunities.
- To learn the components of a strategic business plan and understand the importance and benefits of the strategic business planning process.

Textbook, Course Packet, Reading Material

- **Textbook**: Entrepreneurship: Successfully launching New Ventures, 3/e by Bruce R. Barringer and Duane Ireland, Pearson Global Edition.
- **Course Packet**: Lecture slides. Its purpose is to guide students in the lecture and facilitate taking notes. Most slides in the packet merely highlight the topics. You have to take notes in class and read the book to obtain the details. Always come to the lecture with your course packet.
- **Reading material**: during the course I will provide you reading materials related to the topics discussed in class.

Class Policies

- **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 that 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.

Saturday Classes

Due to the extensive amount of travel time incorporated into the CIMBA Undergraduate program, we will have to have a few Saturday classes to ensure that we have the appropriate amount of class sessions (per UI regulations). These Saturdays have NOT been confirmed yet, however they will be by the end of the first week of classes. Note that these Saturday classes will NOT be during any of the CIMBA scheduled travel breaks.

- **Accommodating disabilities or special needs:**

PLEASE NOTE: 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 during my scheduled office hours or schedule an appointment.

- **Academic Misconduct:**

It is my sincere hope that no student in this class does work which is not his or her own or submits work which is not his or her own. However, it seems prudent to clarify in advance the policy on cheating. If I determine that the assignment was not written solely by the student whose name appears on the project, the student will receive a zero (0) for

the project and may receive an “F” for the class. If a student is determined to have cheated on an exam, the student will receive a score of "0" for the exam.

All incidents of cheating will be reported to the Associate Dean of the Tippie College of Business and the student may be placed on disciplinary probation for the remainder of his or her undergraduate work at the University of Iowa.

In general, the decision of the Professor may be appealed to the College of Business’ Judicial Board, Associate Dean for the Undergraduate Program in accordance with University Policy. The Honor Code for the Tippie College of Business will determine the appropriate appeal process. The Honor Code may be found at <http://www.biz.uiowa.edu/upo/advising/honorcode.html>

- **Sexual Harassment.**

The Tippie College of Business 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, we encourage you to visit the University website,

<http://www.sexualharassment.uiowa.edu/index.php>, and to seek assistance from department chairs, the Dean’s Office, the University Ombuds Office, or the Office of Equal Opportunity and Diversity.

- **Course Evaluation:**

You will be given an opportunity to evaluate the lecture and discussion class during the semester. This will help me determine topics that are giving students difficulty and continuously improve the course.

- **Grading:**

Course grades will be approximately distributed according to the recommended guidelines of the Management Sciences Department at the University of Iowa, which is 30% A's, 40% B's, 25% C's and 5% D's. These are only guidelines.

Minimum Points Needed for Each Grade* (1000 points maximum possible):

Excellent	A	931 – 1000
	A minus	901 – 930
Good	B plus	871 – 900
	B	831 – 870
	B minus	801 – 830
Satisfactory	C plus	771 – 800
	C	731 – 770
	C minus	701 – 730
Passing	D	601 - 700
Failing	F	Below 600

*plus or minus grading will be used in the final course grade.

Points Allocation:

1 st Exam	300 points
2 nd Exam	300 points
Class Active Participation	60 points
3 Quizzes (in class)	180 points (60 points per Quiz)
Feasibility study/Business plan	160 points

- **Exams:**

The exams are closed book and closed notes. Formula sheets and needed tables will be provided when necessary. Bring your calculator and pencils to the exam. *The dates for the midterm and final exams will be announced in class and are indicated in the course outline. You are required to make the necessary arrangements to take the exams on the specified times and dates.*

- **Rectifying Scores:**

After you get your quiz or assignment or exam report back, *you have a week to complain to your Professor about your score.* Beyond this period, we will not entertain any complaints. Please submit your regrade request in writing attached to the assignment/quiz/exam. The Professor reserves the right to re-grade the entire document.

- **Grievance Policy**

Student concerns regarding this course should first be discussed with me. If we can't resolve the complaint, you may contact the Academic Director Cristina Turchet at his office here in Paderno or by e-mail (turchet@cimba.it).

You may contact also 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

- **Expectations**

Please pay a professional courtesy to the instructor and your classmates by turning off all cell phones and pagers during class.

Course Outline – SPRING 2014

TENTATIVE SCHEDULE

Note: *this general schedule has been prepared before the complete definition of the Program Schedule for the semester (you will receive it). Within such schedule you will find indicated the dates for the travel week and travel weekend during the semester as well as you will see if this course is within the Block A or Block B group of classes.*

WEEK	TOPICS AND ACTIVITIES	CHAPTER
Week 1	<i>CAP activities at the CIMBA campus</i> Introduction to entrepreneurship	Chapter 01
Week 2	Introduction to entrepreneurship Recognizing opportunities and generating ideas	Chapter 01 Chapter 02
Week 3	Feasibility analysis Writing a business plan	Chapter 03 Chapter 04
Week 4	Industry and competitor analysis <i>Extended travel weekend</i>	Chapter 05
Week 5	Developing an effective business model MIDTERM EXAM	Chapter 06 <i>Date will be announced in advance</i>
Week 6	Preparing the proper ethical and legal foundation Assessing a venture financial strength/viability	Chapter 07 Chapter 08
Week 7	Building a new venture team <i>Extended travel weekend</i>	Chapter 09
Week 8	Getting financing or funding Unique marketing issues	Chapter 10 Chapter 11
Week 9	The importance of intellectual property Preparing and evaluating the challenges of growth	Chapter 12 Chapter 13
Week 10	<i>Travel week</i>	
Week 11	Strategies for firm growth Franchising	Chapter 14 Chapter 15
Week 12	Project Presentations and discussions (Project is a Feasibility study / Business plan document) FINAL EXAM	 <i>Date will be announced in advance</i>