

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

Professor: Al Ringleb (al@cimba.it)

Block: B, Classroom 5

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 a 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, other assigned readings, and short videos. 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.

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 articles, cases, 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 and course packet 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:

2 Quizzes (50 each):	100
2 Exams (100 each):	200
Class Participation:	50
Project:	150
Total Points Available:	500

Meaningful class participation will be measured by participation in class discussions, attentiveness in class, and active participation in class activities. 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. 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. +/- Grades will be used.

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 1/2 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>TOPICS – CHAPTERS</u>	<u>ACTIVITIES</u>
Week 1	<ul style="list-style-type: none"> -Introduction to entrepreneurship- Chapter 01 -Recognizing opportunities and generating ideas- Chapter 02 -Feasibility analysis- Chapter 03 -Writing a business plan- Chapter 04 	<ul style="list-style-type: none"> -Choose Project Teams -Quiz 1 -Team Elevator Pitches
Week 2	<ul style="list-style-type: none"> -Industry and competitor analysis- Chapter 05 -Developing an effective business model- Chapter 06 -Preparing the proper ethical and legal foundation- Chapter 07 	<ul style="list-style-type: none"> -Company Tour -Mid-Term Exam
Week 3	<ul style="list-style-type: none"> -Assessing a venture financial strength/viability- Chapter 08 -Building a new venture team- Chapter 09 -Getting financing or funding- Chapter 10 	<ul style="list-style-type: none"> -Ca\$hflow Game -Quiz 2
Week 4	<ul style="list-style-type: none"> -Unique Marketing Issues- Chapter 11 -Franchising- Chapter 15 	<ul style="list-style-type: none"> -Guest Speaker -Project Presentations -Final Exam