

**Entrepreneurial Strategy**  
MGMT 3100 (3 credits)  
Summer 2018

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Instructor: Dr. Michele (Mickey) Bunn  
Collat School of Business, University of Alabama at Birmingham  
mbunn@uab.edu

**Course Description**

Entrepreneurial activity is an exciting topic and its importance is recognized across the globe. It vital to start-ups, small businesses and even within large corporations. In addition, entrepreneurs are now thought of as a national asset – contributing to job growth and societal well-being. Unfortunately, there are many challenges to the actual practice of entrepreneurship. The development of a new enterprise has often seemed like a hit-or-miss proposition. Fortunately, there have emerged fresh ways of thinking about entrepreneurship and new processes for improving the success of entrepreneurial activities.



This course examines the synergistic effect of entrepreneurial attributes (e.g., innovation, creativity, opportunity recognition) and managerial attributes (e.g., strategic management, planning, budgeting) on profit and nonprofit organizations. Students are introduced to the challenges of entrepreneurship and the latest business planning models for creating, analyzing and “pitching” a successful business opportunity. A strong emphasis is placed on the written and oral presentation of ideas and plans through both individual and team project work.

**Course Objectives**

The major learning objectives of this course are to:

1. Gain knowledge of the concepts and processes of entrepreneurship for start-ups and for entrepreneurial activities within larger organizations
2. Understand both the positive effects of entrepreneurship and entrepreneurial firms on economies and societies as well as the challenges posed
3. Learn and practice the foremost approaches and tools of successful entrepreneurs
4. Generate and analyze compelling business opportunities
5. Use the lean canvas business model as a step-by-step guide to the development of a viable business
6. Persuasively communicate a new business concept

**Course Materials & Resources**

Textbook: Entrepreneurship: Successfully launching New Ventures, 3/e by Bruce R. Barringer and Duane Ireland, Pearson Global Edition.

Course Packet: Additional reading and lecture slides are provided. The lecture slides serve as a guide to the course materials and facilitate note taking. The slides only highlight the topics and you must read the book and take notes in class to be success in the course.

Other Material: Your reading will be supplemented with additional articles, videos, and web-based materials.

Always bring the textbook and course packet to class sessions.

## Course Requirements

The course assignments and assessments of learning are briefly described below. Students should follow carefully the instructions for each assignment and refer to the grading rubrics to understand how your work will be evaluated and graded.

Class preparation and participation: Class sessions include discussions, activities and small-group exercises. Daily and weekly class preparation assignments will be posted. Students are expected to complete the assigned readings, speak and contribute to the discussion and listen carefully and respectfully to others.

Quizzes: Several short quizzes will be given to demonstrate students are keeping up with the readings. These are unannounced and are given at the start of a class session (some students call these “pop” quizzes).

### Individual assignments:

- 1) “Prewrite” assignment of approximately three hours completed prior to beginning the program in Italy.
- 2) Locate two recent news articles and be prepared to present to the class.
- 3) Practice using the Lean Canvas business model by viewing three Shark Tank videos, analyzing the business concept “pitched” in the video, and filling in the lean canvas worksheet.

Team assignments: Students work in teams to create a business concept using the “Lean Canvas” business model and then pitch the idea to a panel of judges and to the other students during the final exam session.

Exams: Two exams will assess students’ knowledge gained in the course. The exams are a combination of multiple choice and short answer questions on the terminology and concepts and longer essay questions asking student to apply the concepts to companies and business environments.

## Grading

The course requirements and relative weights are shown below.

Course Requirements	% of Grade
Class Preparation and Participation	10%
Quizzes	10%
Individual Assignments (includes Prewrite Assignment)	20%
Team Assignments	20%
Exams (2 @ 20%)	40%
<b>Total</b>	<b>100%</b>

## Grading

The following scale will be used to determine the grades in the course:

- 90 – 100 points = A
- 80 – 89 points = B
- 70 – 79 points = C
- 60 – 69 points = D
- 0 – 59 points = F

Plus/minus grades will not be assigned. Please refer to this Tippie College of Business website for grading guidelines to be followed in this course.

## Class Schedule

Below is a summary of the course schedule and topics. A detailed schedule will be provided at the start of classes.

Please note the chapters are not covered in the exact same order as the textbook.

Week	Topics and Activities	Readings
Week 1	Introduction to the course Introduction to <i>Entrepreneurship</i> Recognizing <i>Opportunities</i> and Generating Ideas Introduction to Lean Business Canvas	Chapter 01 Chapter 02 Course packet
Week 2	Feasibility Analysis Industry and Competitor Analysis Developing an Effective Business Model Test #1	Chapter 03 Chapter 05 Chapter 06
Week 3	Unique <i>Marketing</i> Issues Writing a <i>Business</i> Plan Assessing a New Venture's <i>Financial Strength</i> and Viability Cash Flow 101 <sup>®</sup> - Business Game	Chapter 11 Chapter 04 Chapter 8 Course packet
Week 4	Building a <i>New-Venture</i> Team Getting <i>Financing</i> or Funding Test #2	Chapter 9 Chapter 10
Final Exam Session	The "Pitch" - Team Presentations	

## 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 (1/2 in the summer program)
- 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 Office 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.

## Grievance Policy

Student concerns regarding this course should first be discussed with me, the faculty member teaching this course. If we can't resolve the complaint, you may contact the CIMBA Interim Director, Stephanie Schnicker (319-335-1041, [stephanie-schnicker@uiowa.edu](mailto:stephanie-schnicker@uiowa.edu)). The Director will review the details of the complaint and involve the Associate Dean of the Undergraduate Programs, as needed.

## **Academic Misconduct**

The Tippie College of Business at the University of Iowa follows an honor code regarding academic misconduct. That code can be found at <http://tippie.uiowa.edu/honorcode.cfm> and includes cheating, plagiarism, unauthorized collaboration, obtaining an unfair advantage, forgery, facilitating academic dishonesty, and misrepresentation. Be sure you are familiar with this code. Students who exhibit academic dishonesty will receive a zero (0) for the assignment or examination involved and may receive an "F" for the class. All incidents of cheating will be reported to the CIMBA staff, as well as to the Senior Associate Dean of the Tippie College of Business. The decision of the professor may be appealed to a Judicial Board. The Honor Code for the Tippie College of Business will determine the appropriate appeal process.

## **Accommodating Students with Disabilities/Academic Accommodations**

A student seeking academic accommodations such as a modification of seating, testing, timing, etc. should first register with Student Disability Services, then contact the CIMBA Italy Office ([cimba-italy@uiowa.edu](mailto:cimba-italy@uiowa.edu)) to make further arrangements. See <http://sds.studentlife.uiowa.edu> for more information.

## **Sexual Harassment**

Sexual harassment subverts the mission of the University and threatens the well-being of students, faculty, and staff. All members of the UI community have a responsibility to uphold this mission and to contribute to a safe environment that enhances learning. Incidents of sexual harassment should be reported immediately. 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, [www.sexualharassment.uiowa.edu/index.php](http://www.sexualharassment.uiowa.edu/index.php), and to seek assistance from the CIMBA Interim Director, Stephanie Schnicker, at 319-335-1041 or [stephanie-schnicker@uiowa.edu](mailto:stephanie-schnicker@uiowa.edu).