



## **Entrepreneurial Strategy**

MGMT 3100 (3 credits)

Spring Semester 2019

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### **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 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.

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.

### **Course Materials & Resources**

- **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.

## 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, 20% C's and 10% 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 <sup>st</sup> Exam	300 points
2 <sup>nd</sup> Exam	300 points
Class Questions of the day	60 points (a daily question valued 6 points in 10 class days)
3 Quizzes (2 in class, 1 in company tour)	150 points (50 points per Quiz)
First Screen (paper on business idea)	20 points
Feasibility study part 1 – Product/service	25 points
Feasibility study part 2 – Industry/market	25 points
Feasibility study part 3 – Resources	25 points
Feasibility study part 4 – Financials	25 points
Business plan presentation	40 points
Business Angel investment paper	30 points

## Class Schedule

WEEK	TOPICS AND ACTIVITIES	CHAPTER
Week 1	<i>CAP activities at the CIMBA campus</i> Introduction to the course	-
Week 2	Introduction to entrepreneurship Recognizing opportunities and generating ideas Developing creativity skills	Chapter 01 Chapter 02
Week 3	Feasibility analysis <i>Examples of Feasibility Analysis</i>	Chapter 03
Week 4	Writing a business plan Industry and competitor analysis  <b><i>Extended travel weekend</i></b>	Chapter 04 Chapter 05
Week 5	Developing an effective business model Business model canvans  <b>MIDTERM EXAM</b>	Chapter 06  <i>Date will be announced in advance</i>
Week 6	Preparing the proper ethical and legal foundation Techniques for assessing a plant during a visit	Chapter 07 Article: "Read a plant fast"
Week 7	Assessing a venture financial strength/viability Building a new venture team	Chapter 08 Chapter 09
Week 8	<b><i>TRAVEL WEEK</i></b>	
Week 9	Getting financing or funding Unique marketing issues	Chapter 10 Chapter 11
Week 10	Cash Flow 101 <sup>®</sup> - business game The importance of intellectual property	Chapter 12
Week 11	<b>Project Presentations and discussions</b> (The project is a Feasibility study / Business plan document)  <b><i>Extended travel weekend</i></b>	
Week 12	Review for the final exam  <b>FINAL EXAM</b>	  <i>Date will be announced in advance</i>

## **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 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 Director, Brandelle Unkrich (319-335-1041, [brandelle-unkrich@uiowa.edu](mailto:brandelle-unkrich@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 Shannon Lizakowski ([shannon-lizakowski@uiowa.edu](mailto:shannon-lizakowski@uiowa.edu)) in the CIMBA Office 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 Director, Brandelle Unkrich, at 319-335-1041 or [brandelle-unkrich@uiowa.edu](mailto:brandelle-unkrich@uiowa.edu).