

Course Number: MGT 324, Section 001  
Course Title: New Venture Strategies  
Semester & Year: Fall 2014  
Classroom: ASM 1016  
Meeting: 5:30 – 8:00 pm / Mondays

Instructor: (Mr.) Stacy Sacco  
Office: ASM 2129  
Phone: 505-489-2311  
Email: sasacco@unm.edu  
Office Hours: By appointment

### **PURPOSE AND METHOD:**

This course has been designed to examine strategies for effectively embarking on a new business venture. The course focuses on the many phases of entrepreneurship, from idea generation through early operation.

### **COURSE OBJECTIVES:**

This course will enhance students' knowledge and abilities in the following areas:

- Recognition and evaluation of small business opportunities;
- Development of basic skills and knowledge to create an effective business plan;
- Understanding the various business entry strategies available to entrepreneurs;
- Understanding the skills needed and the means available to collect market information about a new business venture
- Development of a sound marketing plan;
- Knowledge of the various sources of capital for new ventures and the critical skills needed to evaluate and select the most appropriate source for a specific venture;
- Development of a financial plan, including use of financial statements;
- Development of operating procedures;
- Creation of contingency plans and risk identification and mitigation.

### **TEXT AND/OR OTHER READINGS:**

Entrepreneurship & Small Business Management, Steve Mariotti & Caroline Glackin, 2012, Prentice Hall.

Supplementary Materials: Albuquerque Business First and the Albuquerque Journal Business Outlook can help students follow developments in the local small business community and the Wall Street Journal is a strong resource to follow business and finance developments at the national and global levels. In-class handouts will supplement these public materials.

### **PERFORMANCE MEASURES and GRADING :**

#### **40% of Total Grade – Three Examinations**

There will be a total of 3 exams (worth 15% each of your) total grade. Exam question types will include multiple choice, true/false, definitions, short answer and will cover textbook readings, lectures and guest speaker presentations. Exams are not cumulative. Students missing an exam, will be required to make-up the exam at an agreed upon date.

### **40% of Total Grade – Business Plan and Presentation**

Prepare and present a professionally written business plan for a small business start-up. Students may work individually or in groups (up to 3 members max). Plans will typically include 12-15 pages of written copy, tables, financial reports, etc. and oral presentations will typically run from 8-10 minutes. Student audience members will play the role of potential funders, bankers, investors and/or venture capitalists. Grading will be based on the following criteria:

- 40% Content based on principles and material from the textbook, in-class discussions etc.
- 40% Presentation delivery and organization
- 20% Assessment of success, i.e., would we invest in your business or loan you money?
  - ? Extra points may be given for demonstrating creativity, brilliance and originality!

Exercises and forms will be handed out regularly throughout the semester as aides in developing the various components of your business plan. Although not graded, I encourage you to complete them and bring any issues, questions, etc. to the following class to discuss.

Students may want to use this course and their business plan assignment as the foundation for entering the UNM business plan competition, for more information, visit <http://ec.mgt.unm.edu/>.

### **20% of Total Grade – Attendance and In-Class Participation**

Your score will be based on class attendance, reading the assigned chapters and participating in the open discussions during class time. Students are expected to participate in class discussions and to formulate their ideas on the basis of assigned readings, classroom discussions and their own work experience. It is expected that students will attend all meetings of the class throughout the semester.

Students may **earn extra credit points** for attending a local small business workshop, entrepreneur networking event (5 points per meeting... to be added on to their total exam scores). Meetings should be approved in advance and students should follow up with a short email detailing which event they attended and the 2-3 lessons, new ideas, skills and or techniques they learned from attending.

If for some reason a student is unable to attend class, he/she will be responsible for obtaining notes, assignments, and other relevant course information from classmates. In the event of inclement weather during the semester, contact the University's weather hotline at 277-7669. The recorded message will state whether or not classes have been cancelled for the day. Exams not administered due to cancelled classes will automatically be rescheduled for the next regularly scheduled class meeting.

### **GRADING SCALE:**

Final course grades will be calculated using the following criteria and weightings:

A = 90-100, B = 80-89, C = 70-79, D = 60-69 and F = Below 60  
An A+ may be earned for a cumulative score that exceeds 100%

### **ACADEMIC INTEGRITY**

Anderson School of Management faculty, staff and students commit to values of trust, honesty, integrity, and accountability. We will not tolerate academic dishonesty. By enrolling in any course at Anderson, the student accepts the Anderson Academic Honesty Code and affirms the following pledge: *I will not lie, cheat, fabricate, plagiarize or use any other dishonest means to gain unfair academic advantage.* Any violation of the code of conduct will be taken very seriously and appropriate sanctions will be applied.

FOR FULL TEXT OF ANDERSON'S ACADEMIC HONESTY CODE, please visit

<http://www.mgt.unm.edu/honesty>

### **ADA STATEMENT**

Reasonable accommodation will be given to any individual with a legitimate disability. Please contact the instructor privately for arrangements. If you are a qualified person with disabilities who might need appropriate academic adjustments, please communicate with me as soon as possible so that we may make appropriate arrangements to meet your needs in a timely manner. Frequently, we will need to coordinate accommodating activities with other offices on campus. Course materials can be made available in alternative formats.

## **TENTATIVE CLASS SCHEDULE:**

August 18	Introductions: individuals course assignments and expectations.
August 25	Required Reading: Chapter 1 <i>Submit a one-page paper describing a problem or challenge you've encountered and brainstorm 3 product or service you could offer to meet this challenge and turn into a profitable business opportunity.</i>
September 1	Required Reading: Chapter 2 <i>Interview a local entrepreneur/small business owner and submit a one-page paper describing your meeting and the three key challenges they had to overcome to start their business.</i>
September 8	Required Reading: Chapters 3 and 4
September 15	Required Reading: Chapters 5 and 6
September 22	EXAM 1: CHAPTERS 1-6 (Take home) National Speaker: Ed Lewis
September 29	Required Reading: Chapters 7 and 8
October 6	Required Reading: Chapters 9 and 10
October 13	Required Reading: Chapters 11 and 12
October 20	Required Reading: Chapters 13, 14 and 15
October 27	EXAM 2: CHAPTERS 7-15 (Take home)
November 3	Required Reading: Chapters 16 and 17
November 10	Required Reading: Chapters 18 and 19
November 17	Required Reading: Chapters 20 and 21 Business Plan Presentations *
November 24	EXAM 3: CHAPTERS 16-21 (Take home) Business Plan Presentations *
December 1	FINAL CLASS "Pizza Party!" Business Plan Presentations *
December 8	FINALS WEEK - NO CLASS

\* Your Written Business Plan is due at the time of your in-class presentation; however I encourage students to submit a draft of their business plans a week or two ahead of their in-class presentations for my review and any edits.