

Course Number: MGT 324, Section 001
Course Title: New Venture Strategies
Semester & Year: Fall 2015
Classroom: ASM 1016
Meeting: 5:30-8:00 pm, Mondays

Instructor: (Mr.) Stacy Sacco
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Office Hours: By appointment

PURPOSE AND METHOD:

Course examines strategies, both personal and commercial, for effectively embarking on new ventures with a focus on the phases of entrepreneurship occurring between the generation of the initial new venture idea, up to and including the first commercial sale.

COURSE OBJECTIVES:

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

- Recognition and evaluation of small business opportunities
- Understanding the various business entry strategies available to entrepreneurs
- Development of the key components of an effective business plan, including:
 - A marketing strategy
 - Operating procedures
 - A financial plan, including use of financial statements
 - Knowledge of the various sources of capital for funding a new venture
 - Creation of contingency plans and risk identification and mitigation
- Understanding the skills needed and the means available to collect market information about a new business venture and assess future opportunities

TEXT AND/OR OTHER READINGS:

Entrepreneurship & Small Business Management, Steve Mariotti & Caroline Glackin, 2nd Edition, 2015, Pearson Education Inc.

Who Owns the Ice House, Clifton Taubert and Gary Schoeniger, 2010, Eli Press LLC

Supplementary business information and research materials include:

- Albuquerque Business First, www.bizjournals/albuquerque
- Albuquerque Journal Business Outlook, www.abqjournal.com
- New Mexico Networking Links, www.nmnetlinks.com
- UNM Bureau of Business and Economic Research, <https://bber.unm.edu/>,
- UNM Parish Memorial Library, <http://library.unm.edu/about/libraries/pml.php>
- Wall Street Journal, www.wsj.com

PERFORMANCE MEASURES AND GRADING:

30% of Total Grade – Three Examinations:

There will be a total of 3 exams (worth 10% 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. Exams not administered due to cancelled classes will automatically be rescheduled for the next regularly scheduled class meeting.

50% of Total Grade – Prepare a Written Business Plan or a Business Model Canvas:

Two choices... either:

1. Prepare a standard business plan for a small business start-up. Students may work individually or in groups (up to 3 members maximum). Plans will typically include 12-15 pages of written copy, tables, financial reports, an appendix, etc. I'll place a sample business plan on LEARN.
2. Complete a Business Model Canvas including ten (10) outside interviews with prospective customers. Students will work individually, not in a team. See <http://businessmodelgeneration.com/canvas/bmc> and other materials on LEARN.

Students are encouraged to use this course and their business plan assignment as the foundation for entering the annual UNM Business Plan Competition. For more information, visit <http://bc.mgt.unm.edu/>. Plans submitted after the published deadline will not be accepted. Grading will be based on the following criteria:

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| 50% | Assessment of your business plan and/or model. Will the business make money or is it just a "hobby?" Did you "connect the dots?" |
| 35% | Content based on principles and material from the textbook, in-class presentations and discussions, handout, etc. |
| 15% | Properly organized your business plan and/or model following excepted outlines and your grammar, spelling, punctuation, etc. was error free. |
| ? | Extra points may be given for demonstrating creativity, brilliance and originality! |

10% of Total Grade – Weekly Research Papers

Complete 2 research papers as described in the course schedule

10% of Total Grade – Attendance and In-Class Participation

Based on class attendance, reading the assigned chapters, completing weekly research papers and participating in the open discussions during class time. Students are expected to attend all class meetings throughout the semester.

Extra Credit Opportunities:

You may earn up to 10 extra credit points for attending a local business networking event, workshop, etc. (at 5 points per meeting) to be added to your total exam scores. Following each meeting, you should send me email me detailing which event you attended and the 2-3 lessons, new ideas, skills and or techniques you learned.

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%

ABSENCES AND ACADEMIC INTEGRITY

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 their 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.

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 the full text of ASM's Academic Honesty Code, please visit 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.

CLASS SCHEDULE:

PLEASE BRING YOUR PERSONAL NAME CARD TO DISPLAY IN EVERY CLASS

- 8/17/15 Make introductions, review course assignments and discuss expectations.
For next week... interview a local entrepreneur and submit a one-page paper describing the benefits they accrue from owning their own business. Due 8/25/15.
- 8/24/15 Required Reading: Chapter 1
For next week... write a one-page paper describing a problem or challenge and Brainstorm a minimum of 3 products or services you could offer to solve the problem and turn it into a profitable business opportunity. Due 8/31/15.
- 8/31/15 Required Reading: Chapter 2
Read "Who Owns the Ice House" to discuss in class, and the following 2-3 weeks
- 9/7/15 NO CLASS – LABOR DAY
- 9/14/15 Required Reading: Chapters 3 and 4
- 9/21/15 Required Reading: Chapters 5 and 6
- 9/28/15 EXAM 1: CHAPTERS 1-6 (Take home) and "Who Owns the Ice House"
Handout printed exam to you in class 9/28/15, submit answers to me 10/5/15
- 10/5/15 Required Reading: Chapters 7, 8 and 9
- 10/12/15 Required Reading: Chapters 10, 11 and 12
- 10/19/15 Required Reading: Chapters 13, 14 and 15
- 10/26/15 EXAM 2: CHAPTERS 7-15 (Take home)
Handout printed exam to you in class 10/26/15, submit answers to me 11/2/15
- 11/2/15 Required Reading: Chapters 16 and 17
- 11/9/15 Required Reading: Chapters 18 and 19
- 11/16/15 Required Reading: Chapters 20 and 21
Bring Business Plan or Canvas drafts to review in class or schedule an appointment to discuss outside of class this week For individuals or teams who have a confirmed appointment, the class meeting this week is optional.
- 11/23/15 EXAM 3: CHAPTERS 16-21 (Take home)
Handout printed exam to you in class 11/23/15, submit answers to me 11/30/15
- 11/30/15 BUSINESS PLANS OR MODEL CANVAS DUE
- 12/7/15 FINALS WEEK - NO CLASS