

Course Code & No. - Section:	ENTP 400 – Section 1
Course Title (Credits):	Creating New Ventures (3)
Term & Year:	Fall 2015
Course Ref. No. (CRN):	80138
Instructor:	Rick Winfield, BA, MBA
Phone(s):	x7582 (best to email first to arrange a call)
Email:	rwinfeld@sierranevada.edu
Office location:	TCES 2 nd Floor
Office Hours:	MW 10:00-11:00 a.m. & T 10:00-2:00 p.m.
Class Meeting Time:	MW 1:00 – 2:15 p.m.
Location:	TCES 139
Prerequisites:	ENTP 200
Corequisites:	None

Course Description

ENTP400 course is the advanced Entrepreneurship course and builds on the threshold knowledge and skills explored in Entrepreneurship 200. It examines how new businesses are started, identifying the issues, concepts, principles, practices and tools/ techniques/skills that are relevant for start-up and early stage entrepreneurs. Objectives include understanding entrepreneurs, seeking and evaluating opportunities for new ventures, and gathering the resources needed to convert those opportunities to new ventures. The primary objective is for Students to write a comprehensive Business Plan. Students will present and defend their entrepreneurial business plan before a live audience. Students may choose to target a for-profit business model or the creation of a not-for-profit organization.

The course directly addresses the SNC core themes of professional preparedness, entrepreneurial thinking and sustainability (primarily the dimension of economic sustainability).

Student Outcomes

Upon successful completion of this course, a student will be able to:

1. Select a business idea, develop an associated business plan and defend the oral presentation of the business plan.
2. Identify and determine what entrepreneurs need to know about the critical driving forces in creating new ventures.
3. Identify how successful entrepreneurs and investors create, find and differentiate profitable and durable opportunities from “just another good idea”, and how opportunities evolve over time.
4. Evaluate and determine how successful entrepreneurs and investors create and build value for themselves and others.
5. Identify and determine the necessary financial and non-financial resources available for new ventures, identify the criteria they use to screen and evaluate proposals, their attractiveness and risk, and how to obtain start-up and early growth capital.
6. Determine the critical tasks to be accomplished, the hurdles to be overcome during the start-up and early growth, and what has to happen to succeed.
7. Identify the future consequences of decisions made by entrepreneurs at various points of the organizational life cycle; options that are precluded or preserved, and the nastier minefields and pitfalls one has to anticipate, prepare for and respond.

Methods of Assessing Student Outcomes

Student outcomes will be assessed using the following:

1. Written individual and group assignments on specific course topics and/or integrating multiple course elements;
2. Classroom presentations, discussions and participation;
3. Quality of students' business plan;
4. Quality of formal presentation of the business plan.
5. Participation level in SNC business plan competitions

Instructional Strategies

This class will use lectures, reading assignments, team projects, case studies, class discussions, videos, guest speakers, and exercises to teach course concepts and materials.

Required Texts and Materials

New Venture Creation: Entrepreneurship for the 21st Century, 10th Edition, Jeffry Timmons, Stephen Spinelli and Rob Adams; McGraw-Hill; ©2011; ISBN-13: 978-0077862480.

Attendance

Attendance at all class sessions is mandatory. Missed classes will cause a 1-point reduction in both participation and attendance for each class missed. In addition, no more than three (3) unexcused absences may be incurred without an additional grade reduction penalty. **Each** unexcused absence past the third will result in the reduction of approximately one-third of a grade point of the grade otherwise earned. In other words, an "A-" will be reduced to a "B+," "B+" will be reduced to a "B". An unexcused absence is any absence for which the instructor has not given advance confirmation of "excused." All work is due on the date published on the syllabus or otherwise communicated, irrespective of whether an absence on the due date is excused or unexcused. Late assignments will incur late penalty deductions of approximately 5% per day beyond the date due or otherwise negotiated with the instructor. Tardy arrival in class or early departure without advance notice will result in a reduction of participation points.

Electronics

Laptops are encouraged for taking notes. However, cell phones will be turned off when entering the classroom. Web-based browsing that is not class related is not permitted. Any violations a student will be asked to leave and attendance will not be counted for that class.

Sanctions for Cheating and/or Plagiarism

The Honor Code

The faculty of SNC believes students must be held to high standards of integrity in all aspects of college life in order to promote the educational mission of the College and to encourage respect for the rights of others. Each student brings to the SNC community unique skills, talents, values and experiences which, when expressed within the community, contribute to the quality of the educational environment and the growth and development of the individual. Students share with members of the faculty, administration and staff the responsibility for creating and maintaining an environment conducive to learning and personal development, where actions are guided by mutual respect, integrity, responsibility and trust. The faculty and students alike must make diligent efforts to ensure high standards are upheld by their colleagues and peers as well as themselves. Therefore faculty and students accept responsibility for maintaining these standards at Sierra Nevada College and are obligated to comply with its regulations and procedures, which they are expected to read and understand.

Consequences of Violating the Student Honor Code

SNC students and faculty share the responsibility for maintaining an environment of academic honesty. Thus, all are responsible for knowing and abiding by the SNC Faculty/Student Honor Code published in the current SNC Catalog. Faculty are responsible for presenting the Honor Code and the consequences of violating it to students at the start of their classes AND for reporting all incidences of academic dishonesty to the Provost. Students are responsible for knowing what constitutes CHEATING, PLAGIARISM and FABRICATION and for refraining from these and other forms of academic dishonesty. Violations of the Honor Code become part of a student's academic record.

1st Offense: Student receives a zero for assignment/exam and counseling with faculty on the honor code, consequences for violating the honor code, and the value of academic honesty in learning.

2nd Offense: Student fails course and receives counseling with faculty on the honor code, consequences for violating the honor code, and the value of academic honesty in learning.

3rd Offense: Student is expelled.

Grading Policy

This is an upper division course and expectations are set accordingly.

Progress toward achieving course objectives will consider both familiarity with, and ability to apply, relevant course concepts. Course grades will be calculated as follows:

1. Attendance and Class Participation (15%)
2. Ideas Contest – Participation (5%)
3. Mini Business Plan (10%)
4. Pitch Contest (5%)
5. Interview with an entrepreneur or non-profit manager (5%)
6. Midterm exam (10%)
7. Business Plan Sections (10 main sections @ 1% each Total: 10%)
8. Completed Full Business Plan (30%)
9. Business Plan Presentations (Before or during the scheduled Final Exam period) (10%)

ADA Accommodations

In accordance with the Americans with Disabilities Act and Section 504 of the Rehabilitation Act of 1973, students with a documented disability are eligible for support services and accommodations. If a student wishes to request an accommodation, please contact the Director of Academic Support Services, Henry Conover, at (775) 831-1314 x7534, hconover@sierranevada.edu, office in Prim Library: PL-304.

The SNC Email System

The SNC email system is the official communication vehicle among students, faculty members and administrative staff and is designed to protect the confidentiality of student information as required by the Family Educational Rights and Privacy Act of 1974 Act (FERPA). Students should check their college email accounts daily during the school year.

Students have a right to forward their SNC e-mail to another e-mail account (for example, @hotmail or @gmail). However, confidentiality of student information protected by FERPA cannot be guaranteed for SNC e-

mail forwarded to an outside vendor. Having email redirected does not absolve a student from the responsibilities associated with official communication sent to his or her SNC email account.

The Sierra Nevada College Mission Statement:

Sierra Nevada College graduates will be educated to be scholars of and contributors to a sustainable world. Sierra Nevada College combines the liberal arts and professional preparedness through an interdisciplinary curriculum that emphasizes entrepreneurial thinking and environmental, social, economic and educational sustainability.

The Core Themes:

Liberal Arts Professional Preparedness

Entrepreneurial Thinking Sustainability

Class Schedule

The order of topics, tests, assignments, etc. is presented in this syllabus. Every effort will be made to stay on scheduled with the syllabus. However, the professor reserves the right to make changes in the syllabus as the semester progresses and the particular needs of the class emerge. These changes will be announced in class and posted to Moodle. It is the responsibility of the individual student to stay informed about any changes in topic order, tests dates, etc.

Date	Reading for Class Preparation	Themes / Activities / Assignments Due
8/17	Syllabus	Syllabus, introductions and course overview
8/19	Spinelli & Adams, Ch. 1	Business Model Canvas Review
8/24	Spinelli & Adams, Ch. 2	Business Model Canvas Exercise
8/25	Trepp Innovative Idea Intro Session	Idea contest – mandatory (5%)
8/26	Spinelli & Adams, Ch. 3 & 4	Apply the Business Model Canvas approach to developing your idea and your Mini Business Plan.
8/31	Spinelli & Adams, Ch. 5 & 6	Idea generation/discussion Mini Bus Plan handout
9/02	NCET website: Gov. Cup BP format	Anatomy of a Business Plan
9/02	Spinelli & Adams, Ch. 7	Start discussing the mini-business plans
9/04	Trepp Innovative Idea	Ideas submission DEADLINE (midnight)
9/07	Labour Day	NO CLASS
9/09		Mini-business plan – DUE (10%) Guest Speaker 1
9/14	Spinelli & Adams, Ch. 8 & 9	What Makes Up a Business Plan?
9/14	Trepp Innovative Idea	Winners Announced
9/16	Spinelli & Adams, Ch. 10 & 11	1st draft BP: II. Company/Org Overview DUE (1%)
9/18	Pitch Contest	Teams Start to Form – Mandatory (5%)
9/21	Spinelli & Adams, Ch. 12	1st draft: BP: III. Products/ Services DUE (1%) Entrepreneur Interview Target DUE (Name of target only with contact information)
9/23		1st Draft: BP: IV. Market and Competitive Analysis DUE (1%)
9/28		1st Draft BP: V. Economics DUE (1%)
9/28	Pitch Contest	Submission Deadline
9/30	Mid-terms Exam preparation	Mid-Term study session/review
10/05	Mid-term Exam	Ch. 1-12 (to be confirmed)
10/07	Spinelli & Adams, Ch. 13	1st Draft BP: VI. Marketing Plan DUE (1%) Entrepreneur Interview - Summary of key learnings from

		an interview w/ an entrepreneur, small business owner, or manager of a non-profit organization – DUE 5%
10/07	Pitch Contest	Top 10 Announced
10/12	Spinelli & Adams, Ch. 14	1st Draft BP: VII. Operating strategies/plans DUE (1%)
10/13	Pitch Contest	Pitches/Presentations
10/14		Guest Speaker 2
10/19	Spinelli & Adams, Ch. 15 & 16	1st Draft BP: VIII. Management Team DUE (1%)
10/21		1st Draft BP: IX. Critical Risks & Schedule DUE (1%)
10/26		Spreadsheet development and Accounting Review
10/28		Developing Pro Forma Financials
11/02		1st Draft BP: X. Pro Forma financial statements DUE (2%)
11/04		Developing you Elevator Pitch, Executive Summary, and Pitch
11/09		Pitching
11/11	Veteran's Day	NO CLASS
11/16		Guest Speaker 3 Completed BP – DUE (30%)
11/18		Pitching
11/23	Thanksgiving Break	NO CLASS
11/25	Thanksgiving Break	NO CLASS
11/30		BP Presentations (10%)
12/02		BP Presentations (10%)
12/10		BP Presentations (10%)