

Course Code & No. - Section:	ENTP 480
Course Title (Credits):	Business Plan Development - Independent Study
Term & Year:	Fall 2014
Course Ref. No. (CRN):	E480-1 – 80114, 480-2 – 80118, 480-3 – 80120
Instructor:	Ted A. Parkhill, BA, MBA
Phone(s):	Cell: 561-212-6127 (8am - 5 pm); Office: 775-831-2287
Email:	tparkhill@sierranevada.edu
Office location:	TCES – office in the Business Department
Office Hours:	By appointment only; M-W from 10am – 12pm
Class Meeting Time:	Monday/Wednesday 1:00 pm – 2:15 pm (when required as noted on the course schedule)
Location:	Patterson Hall Rm #207
Prerequisites:	ENTP200 or 211 or CORE202
Corequisites:	None

Instructor's Profile

Mr. Parkhill has over 20 years of management experience in the investment business. He is a founding partner of global macro investment manager Incline Investment Management, LLC (IIM). He is registered with the National Futures Association as a Principal and Associated Person of IIM. Mr. Parkhill also provides strategic consulting services to hedge funds and investment start ups through his consulting firm Parkhill Financial, LLC.

Prior to IIM he was the director of marketing for Zazove Associates, an Incline Village based, multi-billion dollar quantitative convertible securities manager. He was a senior marketing executive at John W. Henry & Company; one of the original Commodity Trading Advisors. He was also Managing Director of a small Commodity Trading Advisor in 2007. Before joining the alternative investment space in 2001, Mr. Parkhill spent over ten years in various sales and marketing management roles in the mutual fund industry, notably with Ivy Mackenzie in the U.S. and with Investors Group in Canada. He began his career as an investment analyst with Great-West Life.

Mr. Parkhill earned his MBA from Cornell University with concentrations in Finance and Marketing. He received a B.A. in Economics and Commerce from the University of Manitoba. He holds his Series 3 and Series 30 licenses and has earned the CFP designation. He is married with three children and resides in Crystal Bay, Nevada.

The 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**. [Note: SNC's four core themes are emphasized in **bold** text.]

Course Description

ENTP480 course is the Independent Study for the true entrepreneur. It is designed for the student that intends to pursue an entrepreneurial path upon graduation. It is specifically aimed at students that already have a solid idea and want to pursue it to write and build a comprehensive business plan to support their idea. The objective is to participate in the Business Plan Competition schedule and compete with the mindset that the student will enter their plan in the Governor's Cup competition. Students will present and defend their entrepreneurial business plan before a live audience.

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 how successful entrepreneurs and investors create, find and differentiate profitable and durable opportunities from “just another good idea”, and how opportunities evolve over time.
3. Evaluate and determine how successful entrepreneurs and investors create and build value for themselves and others.
4. 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.
5. 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.
6. 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. Personal responsibility for developing a comprehensive business plan. Instructor will act as coach and counselor in the development of this plan;
2. Quality of students' business plan;
3. Commitment to prepare for the competitions per the Business Plan Competition Schedule;
4. Quality of formal presentation of the business plan at the competition level.

Instructional Strategies

This class is organized to be an independent study. The onus is on the student(s) to arrange meeting times with the Instructor to review progress and various sections of the business plan.

Required Texts and Materials

None.

Recommended Texts and Materials

May be assigned during the semester.

Special Accommodations (ADA) Statement

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 or go to the OASIS offices on the third floor of Prim Library within the first week of the semester.

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.

Attendance

Attendance at all arranged meetings is mandatory. A missed meeting (without notifying the Instructor in advance) will be docked 5% of the overall grade. 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.

Electronics

A Laptop is required.

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:

<u>Personal Initiative - arranging weekly meetings, etc.</u>	<u>10%</u>
<u>Ideas Contest – Participation</u>	<u>5%</u>
<u>Mini Business Plan – to formulate the idea further</u>	<u>10%</u>
<u>Pitch Contest Participation</u>	<u>10%</u>
<u>Business Plan Sections (10 main sections, 2% each, 5% for the Financials)</u>	<u>25%</u>
<u>Completed full Business Plan</u>	<u>40%</u>
<u>Total</u>	<u>100%</u>

Class Schedule

The objective is to write a comprehensive Business Plan. Students are welcome to join the ENTP400 class in order to follow the Business Plan development schedule. The following are the classes that pertain directly to this Independent Study. It is the responsibility of the individual student to stay informed about any changes in topic order, contest details, etc. Some Classes are required, as noted.

Date	Key Events	Themes / Activities / Assignments Due
8/25		Idea generation/discussion Mini Bus Plan handout
8/26	Trepp Innovative Idea Intro Session	Idea contest – mandatory (5% total)
8/27		Start discussing the mini-business plans
9/03		Mini-business plan – DUE (10%)
9/08	NCET website: Gov. Cup BP format	Anatomy of a Business Plan
9/10		MENTOR SESSION 1: Review Mini B Plans – with Mentors in Class: Assess idea and provide guidance.
9/12	Trepp Innovative Idea	Ideas submission DEADLINE (midnight)
9/15		1st draft BP: II. Company/Org Overview DUE (2%)
9/17		1st draft: BP: III. Products/ Services DUE (2%)
9/22		1st draft: BP: IV. Market and Competitive Analysis DUE (2%)
9/24		
9/29		
10/01		
10/06		
10/08		MENTOR SESSION 2: Review first sections of the Business Plan. Ensure students understand what is expected in the next section (V. Economics) – Demonstrate how the idea is going to make money!

10/09	Pitch Contest	Each student is required to submit a pitch (10%)
10/13	Spinelli & Adams, Ch. 14	1st Draft BP: V. Economics DUE (2%)
10/15		1st Draft BP: VI. Marketing Plan DUE (2%)
10/20	Spinelli & Adams, Ch. 15 & 16	1st Draft BP: VII. Operating strategies/plans DUE(2%)
10/22		1st Draft BP: VIII. Management Team DUE (2%)
10/27		1st Draft BP: IX. Critical Risks & Schedule DUE (2%)
10/29	Required Class	Spreadsheet development and Accounting Review (in Class)
11/03		1st Draft BP: X. Pro Forma financial statements DUE (4%)
11/05	Required Class	Accounting and Review of Financials (in Class)
11/10		MENTOR SESSION 3: Ensure the Financials make sense and prepare Students for presentations.
11/12		
11/17		
11/19		
12/01		Completed BP – DUE (40%)
12/03		Business Plan Review – meeting to be arranged with Instructor
12/08-12/10	Finals Week	No Final

Disclaimer

If any part of this syllabus violates Sierra Nevada College policy or any other governing policy, that policy will take precedence.