

Course Code & No. - Section:	ENTP 480 – Section 1
Course Title (Credits):	Business Plan Competitions (3)
Term & Year:	Spring / 2014
Course Ref. No. (CRN):	10051
Instructor:	Richard S. Normington, DHL, MS, CMC
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Office:	TCES, room 222
Office Hours:	See calendar on office door
Class Meeting Time:	Tuesday
Location:	My office - TCES222
Prerequisites:	None
Corequisites:	Instructor permission

Instructor's Profile: Before beginning a second career in higher education, Professor Normington spent 30 years in the telecommunication industry as an engineer, network operations manager, sales manager, account manager, antitrust case manager, product developer, product management director, division sales manager and senior executive in a wide variety of disciplines, including sales and marketing, corporate strategy, international business development, and public policy. He also launched two business consulting practices. Rick began teaching as an adjunct professor in 2001 and joined SNC in Fall 2005. He became SNC's Harold Walter Siebens Entrepreneurship Chair in 2007, Dean of Continuing and Online Education in 2008, Business Department Chair in 2009 and was named Dean of Business in 2012. He earned a BA in Political Science from UC Davis, did graduate work in business at Long Island University, received his MS in Advanced Business Management from Pace University in New York City, and an honorary Doctor of Humane Letters. He is also a Certified Management Consultant and serves on the board of directors for the California State Summer School for Mathematics and Science (COSMOS).

SNC Mission Statement

Sierra Nevada College graduates will 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**. [SNC Core Themes are emphasized in **bold** text.]

Course Description

The course is designed to operate much as do independent studies. It provides coaching and mentorship for students planning to enter internal and external business plan competitions and needing to develop associated professional caliber business plans and funding pitches aimed at third party investors and/or lenders. With the approval of the Entrepreneurship Program Chair, the class can substitute for ENTP313 or ENTP410, which are otherwise required courses for Entrepreneurship majors.

The Spring section focuses on finalizing written BPS for entry into the SNC Trepp BP competition and subsequently the DW Reynolds Nevada Governor's Cup.

Student Outcomes

Upon successful completion of this course, a student will:

1. Develop a professional-caliber business plan for the purpose of attracting external investors/lender to provide necessary organizational start-up capital.
2. Develop and deliver to a panel of faculty members and external sources of debt and equity capital a professional quality presentation (funding pitch).

Methods of Assessing Student Outcomes

Student outcomes will be assessed using the following:

1. Quality and content of the business plan based on the criteria that would be used by actual investors/lenders.
2. Quality and content of the presentation/pitch using criteria that would be used by actual investors/lenders.

Instructional Strategies

Students will develop a personal milestone schedule for completing their plans/presentations and review progress weekly with the instructor and other designated coaches/resources.

Required Texts and Materials

Business plan templates provided by the instructor.

Recommended Texts and Materials

1. *The Art of the Start*, Kawasaki, Portfolio (Penguin), 2004

Mandatory 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.

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.

Disclaimer

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

Key Dates

2/17 – BPs submitted to RSN for forwarding to Trepp competition written plan judges

2/21 – last to submit Intent to Enter the Governor's Cup via iStart

2/25 – Trepp BP oral presentations event

TBD - BPs submitted to Governor's Cup iStart site