I. Catalog Description and Credit Hours of Course:

An investigation of fundamental business concepts in the context of successfully launching and managing a new venture. (3 credit hours)

Course Description:

This course provides fundamental preparation for students that encounter or initiate the venture-building process. The core objective of the course is to provide students an in-depth review of the fundamental business concepts and skills required to successfully launch and manage a new venture. Nuances of the core business topics of marketing, accounting/finance, and management/organization will be discussed and practiced in the context of the start-up or new venture.

II. Prerequisite(s):

BA361 or MBA Program admission

III. Purposes or Objectives of the Course:

Upon completion of this course the student should be able to:

A. Understand the process nature of entrepreneurship and venture-building.
B. Compare and contrast fundamental business concepts in new venture and corporate environments.
C. Develop entrepreneurial marketing strategies and plans for new ventures.
D. Project and evaluate business performance for new ventures.
E. Assess finance and cash needs for new ventures.
F. Recognize risks and legal needs of new ventures.
G. Understand factors related to human resource management in new ventures.
H. Describe strategies to achieve and sustain new venture growth.

IV. Student Learning Outcomes:

Upon completion of this course the students will be able to:

A. Identify the steps required to grow a new venture.
B. Identify the financial needs of a new venture under different growth conditions.
C. Identify the risks facing new ventures.
V. Expectations of Students:
   A. To actively participate in all class activities, experiential exercises, and discussions
   B. To complete all assignments required for the course in an academically honest manner

VI. Course Content or Outline:       Hours
   A. Introduction to entrepreneurial ventures  3
   B. Paths to part-time and full-time entrepreneurship  3
   C. New venture product and pricing strategies  3
   D. New venture promotion  3
   E. New venture distribution  3
   F. New venture marketing plans  6
   G. New venture performance forecasting and evaluation  6
   H. New venture cash needs and management  3
   I. New venture financing and harvesting  3
   J. New venture inventory and operations management  3
   K. New venture intellectual property and risk management  3
   L. New venture human resource management  3
   M. Achieving success in the new venture  3

VII. Textbook(s) and/or Other Required Materials or Equipment
    The course will use a current textbook or current textbooks and/or collection of articles and other materials. Some possible examples are:
    A. Required Textbook
    B. Selected Readings from Periodicals
       1. Journal of Business Venturing
       2. Entrepreneurship: Theory and Practice
       3. Journal of Small Business Management
       4. Journal of Business and Entrepreneurship
       5. Academy of Management Journal
       6. Academy of Management Review
       7. Entrepreneur
       8. Fortune
       9. Harvard Business Review
       10. Inc.
C. Other readings as required by the instructor


VIII. Basis for Student Evaluation

<table>
<thead>
<tr>
<th></th>
<th>Undergraduate</th>
<th>Graduate</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Mid-term examination</td>
<td>20%</td>
<td>20%</td>
</tr>
<tr>
<td>B. Final examination</td>
<td>20%</td>
<td>20%</td>
</tr>
<tr>
<td>C. Group case presentations</td>
<td>25%</td>
<td>10%</td>
</tr>
<tr>
<td>D. Experiential activities and assignments</td>
<td>25%</td>
<td>15%</td>
</tr>
<tr>
<td>E. Interview an entrepreneur</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>F. Major individual research-based term project.</td>
<td></td>
<td>25%</td>
</tr>
</tbody>
</table>

The weight of the evaluation criteria may vary according to each instructor and will be communicated at the beginning of the course.