COURSE SYLLABUS
Southeast Missouri State University

Department of MBA Programs
Course No: BA641

Title of Course: Creating the Entrepreneurial Venture
Revision: Spring 2012

I. Course Description and Credit Hours:
This course emphasizes the entrepreneurship processes and methods for analyzing new venture start-up opportunities, and the marketing, managerial and financial activities needed for successful start-up, growth and harvesting of entrepreneurial business ventures (3 credit hours).

II. Prerequisite(s): None

III. Purpose or Objectives of the Course:
Upon completion of this course, the student should be able to:

A. Relate information concerning the many entrepreneurial opportunities that exist for those persons interested in pursuing a career as an entrepreneur.

B. Utilize a framework of new-venture start-up processes for analyzing and developing entrepreneurial business ventures.

C. Understand the marketing, managerial and financial activities that are of vital importance for the successful start-up, growth and harvesting of entrepreneurial business ventures.

D. Relate the importance of entrepreneurship as a vital component in our economy.

IV. Student Learning Outcomes:
Upon completion of this course the students will be able to:

A. Identify the many ways in which entrepreneurship manifests, including start-up, corporate, social, and public sector contexts.

B. Define opportunity, how to recognize it, and how to evaluate it.

C. Appraise the nature of innovative new venture concepts.

V. Expectations of Students:
Students are expected to adhere to the Policy of Academic Honesty in the University Graduate Bulletin of Southeast Missouri State University. This statement includes expectations concerning cheating and plagiarism.

VI. Course Content and Outline

Evaluating Opportunity and Developing the Business Concept 11
1. Perspective on Entrepreneurship
2. Developing Start-Up Strategies
3. Valuation Techniques
4. The Business Plan
5. Legal Forms of Organization
Assessing and Acquiring Resources  
1. Attracting Stakeholders  
2. Bootstrap Finance  
3. Alternative Sources of Financing  
4. Deal Structure  
5. Securities Law and Private Financing  
6. Legal Protection of Intellectual Property  
7. Selling as a Systematic Process  

Mid-Term Exam  

Acquiring an Existing Business  
1. Purchasing a Business: The Search Process  
2. Leveraged Buyouts: Using the “Search Fund” Model  

Managing the Growing Enterprise  
1. Managing Growth  
2. Bankruptcy: Debtor’s Perspective  

Harvesting Value and Developing Exit Strategy  
1. Developing Harvesting Strategies  
2. Securities Law and Public Offerings  

Final Exam  

VII. Textbook(s) and/or Other Required Materials or Equipment:  

VIII. Basis for Student Evaluation: Percentage of Grade  
A. Exams/Quizzes 30%  
B. Cases 20%  
C. Presentations/Projects 10%  
D. Field Trips/Guest Speaker Summaries 10%  
E. Start-Up Business Plan 30%