

ENT169.150



Business Plan



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INSTRUCTOR: Ron Betzig **OFFICE:** 111 Maher Campus, 3000 Blake Road, Jackson, MI

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Please Note: Email is the best way to contact me. I usually respond within 24 hours.

REQUIRED RESOURCES (These can be purchased separately or together):

- 1) **Textbook:**
Mariotti, Steve, and Glackin, Caroline. *Entrepreneurship, Fourth Edition*.
Pearson Education, 2016. ISBN: 9780133934458

- 2) **Electronic resource:**
LivePlan (6-Month Access Card), Pearson Education, 2016. ISBN: 9780133936025

NOTE: If you prefer to buy these two resources as a “bundle,” the ISBN is 9780134072074

OPTIONAL TEXTS (you don't have to purchase these books, but they are good references):

Abraham, Joe. *Entrepreneurial DNA: The Breakthrough Discover that Aligns Your Business to Your Unique Strengths*. McGraw-Hill, 2011. ISBN: 9780071754514.

Blumenthal, Karen. *Steve Jobs: The Man Who Thought Different*. Feiwel and Friends, 2012. ISBN: 978-1-250-01445-0.

Christensen, Clayton M., Allworth, James, & Dillon, Karen. *How Will You Measure Your Life?* HarperCollins, 2012. ISBN: 9780062102416.

Christensen, Clayton M. *The Innovator's Dilemma: The Revolutionary Book that Will Change the Way You Do Business*. HarperCollins, 1997. ISBN: 0060521996.

Collins, Jim. *Good to Great*. HarperCollins, 2001. ISBN: 0066620996.

Collins, Jim, and Hansen, Morten T. *Great by Choice*. HarperCollins, 2011. ISBN: 9780062120991.

Collins, Jim. *How the Mighty Fall*. HarperCollins, 2009. ISBN-10: 0977326411; ISBN-13: 978-0977326419.

Constable, Giff. *Talking to Humans*, 2014. ISBN: 978-0-9908009-0-3. NOTE: This short book is FREE as a PDF download:

<https://s3.amazonaws.com/TalkingtoHumans/Talking+to+Humans.pdf>

Dyer, Jeff, Gergersen, Hal, and Christensen, Clayton M. *The Innovator's DNA: Mastering the Five Skills of Disruptive Innovators*. Harvard Business School Publishing, 2011. ISBN: 9781422134818.

Gergen, Christopher, and Vanourek, Gregg. *Life Entrepreneurs: Ordinary People Creating Extraordinary Lives*. Jossey-Bass, 2008. ISBN: 9780787988623.

Krzyzewski, Mike. *Beyond Basketball: Coach K's Keywords for Success*. Warner Books, 2006. ISBN-13: 9780446580496.

Kawasaki, Guy. *The Art of the Start 2.0: The Time-Tested, Battle Hardened Guide for Anyone Starting Anything*. Penguin Group, 2015. ISBN: 978-0-698-19363-5

Lencioni, Patrick. *The Advantage: Why Organizational Health Trumps Everything Else in Business*. Jossey-Bass, 2012. ISBN: 9780470941522.

Mycoskie, Blake. *Start Something That Matters*. Spiegel & Grau, 2012. ISBN 978-0-8129-8144-5.

Novogratz, Jacqueline. *The Blue Sweater: Bridging the Gap Between Rich and Poor in an Interconnected World*. Rodale Press, Inc., 2010. ISBN: 9781605294766.

Ries, Eric. *The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses*. Crown Business, 2011. ISBN: 9780307887894.

Sheridan, Richard. *Joy, Inc.: How We Built a Workplace People Love*. Penguin Group, 2013. ISBN: 978-0-689-15170-3.

COURSE DESCRIPTION

The student will be able to identify and evaluate their business concept and write a sound business plan for their entrepreneurial venture. In the process of doing so, the student will be able to assess the strengths and weaknesses of a business concept; collect and organize market research data into a marketing plan; and prepare the financial projects for their business venture. In addition, students will be able to identify and evaluate various resources available for funding the entrepreneurial venture. To be successful in this course basic computer skills are required.

COURSE OBJECTIVE : During this course, students will develop the first draft of a business plan and become equipped with tools to further develop plans during their careers.

COURSE STRUCTURE :

A *variety of methods* will be used to guide you in the development of a business plan. Videos of successful entrepreneurs will be shown and we'll discuss the factors which have helped make them successful...as well as some pitfalls to avoid. Concepts from the readings will be covered in online forums, assignments, and quizzes, so it is imperative that the required reading be completed on time. A software package will be used to help you construct a business plan. Case studies will be analyzed to build decision-making skills and help avoid common mistakes. ***As with any business, growth and synergies are most effectively achieved when all members are actively contributing.*** Assignments, quizzes, and active participation in the online forums will be graded.

COURSE CALENDAR (This is a first draft, subject to change):

We will follow the sequence of the *Entrepreneurship* textbook by Mariotti and Glackin, but there will also be work in *LivePlan* and in JetNet which is not directly related to the textbook:

<u>Week</u>	<u>Textbook Reading and <i>Live Plan</i></u>
Mar. 20-26	Chapter 1 & 2 in <i>Entrepreneurship</i>, obtain and become acquainted with <i>LivePlan</i>
Mar. 27-Apr. 2	Chapters 3 & 4, Business Plan development in <i>LivePlan</i>
Apr. 3-9	Chapters 5 & 6, Business Plan development in <i>LivePlan</i>
Apr. 10-16	Chapters 7 & 8, Business Plan development in <i>LivePlan</i>
Apr. 17-23	Chapters 9 & 10, Business Plan development in <i>LivePlan</i>
Apr. 24-30	Chapters 11 & 12, Business Plan development in <i>LivePlan</i>
May 1-7	Chapters 13 & 14, Complete draft of Business Plan

EXPECTATIONS OF THE INSTRUCTOR :

1. Provide a lively and useful learning experience. For this to happen, I encourage you to give me honest, respectful feedback at appropriate times regarding what is working for you and what I (we) need to do differently.
 2. Thoroughly prepare the course material; pose and answer relevant questions related to that material.
 3. Maintain a dialog with students in the online format, but not respond to every posting in this format.
 4. Give helpful feedback on your assignments.
 5. Answer additional questions you may have, either through email dialogue or meeting face to face.
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EXPECTATIONS OF THE STUDENT :

1. Carefully study the required reading and electronic resources.
2. Participate actively in the online forums, and treat others with respect...even when you disagree with some of the opinions expressed. I'm happy to report that we've had some interesting disagreements in previous forums, but no one has ever made disrespectful remarks.
3. Turn in the written work (e.g., assignments, quizzes, and forums) on time. **NO LATE WORK WILL BE ACCEPTED.** All work must be submitted online through the JetNet Course Management System. Be sure to read the instructions for each piece of online work to determine the requirements and specific due dates. NOTE: In the online forums, there will be two due dates: your initial posting will be due at least two days before the forum closes in order to allow your classmates time to write comments on your posting.
4. Establish reliable access to a computer with internet connection. The library in Atkinson Hall on the Jackson Campus and the computer labs on other campuses and in public libraries are available for you during certain hours of the day if you do not have access at home.

EVALUATION :

Your final grade will be composed of the following elements, weighted as shown below:

Assignments (including parts of the Business Plan) 50%

Participation in Forums 20%

Quizzes 20%

GRADING: Final grades will be assigned according to the following scale:

92 to 100% = 4.0

88 to 91% = 3.5

84 to 87% = 3.0

80 to 83% = 2.5

76 to 79% = 2.0

72 to 75% = 1.5

68 to 71% = 1.0

64 to 67% = 0.5

00 – 63% = 0.0

Please note that the above figures are thresholds; for example, a percentage of 75.9% is below the threshold of 76% and therefore receives the grade 1.5.

SPECIAL POLICIES

ACADEMIC HONESTY: In accordance with Jackson College policy, academic honesty is expected from all students; this includes the expectation that all students will produce their own work and not represent others' work as their own. A failing grade in this course is one of many possible consequences of academic dishonesty.

WITHDRAWAL DEADLINE: If you do not wish to receive a grade for this course, you must withdraw before the date printed on the college website.

INCOMPLETES will be given only in accordance with Jackson College policy. Please note that incompletes are very rare and that the determination of whether an incomplete will be given is the instructor's decision.

JC TECHNOLOGY: If you have trouble with your JC login or other computer issues, please contact the JC Solution Center at 517-796-8539. When e-mailing your instructor, please include your first and last name and put the course number in the subject line. Always save your work and have a back-up plan. Please ask questions and get help early with any concerns you may have including computer problems.

TRANSFER STUDENTS: It is in your best interest to continue your studies and complete a Bachelor's degree in your field. There are a variety of ways to do this. When considering your options, make sure to use the Michigan Transfer Equivalency website at <http://michigantransfernet.org/> . For JC advising, contact the JC Student Service Center at 517-787-0800.

SPECIAL NEEDS: *Students with disabilities who believe that they may need accommodations in this class are encouraged to contact the office of Learning Support Services at (517) 787-0800, extension 8270/8553 as soon as possible to ensure that such accommodations are implemented in a timely fashion.*

NOTE: This syllabus is not a contract: it is a general plan for the course. Each course and each group of students is unique. We may do more or less work than is outlined above.

Revised 03/19/2017