

**ENTREPRENEURSHIP &
THE CREATION OF FUNDABLE BUSINESS OPPORTUNITIES & PLANS**

COURSE SYLLABUS

[Year, Semester, Date]

INSTRUCTOR: [Name]

COURSE BOOK: ***The Smart Entrepreneur: The book investors don't want you to read*** by Rocky Richard Arnold, Ph.D. found in your school book store or on Amazon.com

OFFICE: [Location]

OFFICE HOURS: [Days/Hours]

OFFICE PHONE: [Number and when instructor is available}

E-MAIL ADDRESS: [email address]

WEB PAGE: [Course web site]

CLASS HOURS: [Days/times]

SYNOPSIS This course is focused on the actions and planning that an entrepreneur must accomplish in order to develop a fundable business plan.

ORGANIZATION The classes are comprised of lectures, the preparation of and presentation of a business plan, and a final exam.

GRADING Class Attendance & Participation (25%)
Business Plan Presentation (10%)
Business Plan (Written) (25%)
Mid-term & Final Exams (40%)

OBJECTIVES The course is structured to reinforce preferred entrepreneurial behavior and actions and gaining the experience of having to put together a complex business opportunity that includes consideration of marketing, sales, finances, and opportunity positioning in the form of a business plan. The objectives are to:

1. Understand ideation processes including vision, invention, and innovation
2. Understand the need for disciplined due diligence processes
3. Understand the importance of Marketing & Sales and Financial Plans
4. Learn how to value an opportunity
5. Learn how to formulate a robust business plan
6. Develop an understanding for investor needs and goals
7. Gain an appreciation for early-stage company operations

CONDUCT The class members will conform to the following rules of behavior:

1. No use of cell phones, digital electronics, or radios.
2. Food and beverages are not permitted in the classroom.
3. Communications should be respectful to all class participants.
4. Prompt attendance is appreciated; please plan on being 1-2 minutes early.
5. Proper attire is appreciated.
6. Other?

OUTLINE

Each class/lecture is structured around the principal topics/chapters of the book supplemented with outside speakers (30-40 minutes) to emphasis key points.

| Class # | Topic | Chapter to read BEFORE class | Activities |
|----------------|--------------------------------------|-------------------------------------|------------------------------|
| 1 | Class organization/Ideation | 1 | Lecture |
| 2 | Due Diligence by Founders | 2 | Lecture |
| 3 | Forming an Entity for Investment | 3 | Lecture/Corporate Attorney |
| 4 | Creating the IP Portfolio | 4 | Lecture/Patent Attorney |
| 5 | Building the Marketing & Sales Plan | 5 | Lecture |
| 6 | Building the Financial Plan | 6 | Lecture/CPA |
| 7 | Opportunity Valuation | 7 | Lecture |
| 8 | Mid-term exam | | In-class |
| 9 | Building the Business Plan | 8 | Lecture/Entrepreneur |
| 10 | Preparing for Investment & Investors | 9 | Lecture/Angel Investor |
| 11 | Your Investor Network | 10 | Lecture/Venture Capitalist |
| 12 | Early-Stage Company Operations | 11 | Lecture/Take-home Final Exam |
| 13 | Presentation of Business Plans | 12 | |
| 14 | Presentation of Business Plans | | Hand-in Final Exam |

EMERGENCIES [Provide specific instructions]

Notes for instructor:

1. The amount of time available to a student during 12-16 weeks of instruction is very minimal for preparing a complete plan so it is best to have students form into 3-5 person teams. They can then elect a leader (e.g., CEO) and learn to work together as a team to accomplish the objective.
2. In a normal situation, a business plan length of 25-35 pages would be more the norm; however, in a teaching context the goal length of 15-20 pages is sufficient.
3. Starting with an “innovative” idea in a teaching environment is highly problematical and for the most part, impossible. Consider using case studies from other books as a basis for preparing business plans.

