

THE UNIVERSITY OF TEXAS AT TYLER
COLLEGE OF BUSINESS AND TECHNOLOGY
Spring 2022

COURSE NUMBER: MANA 4320 -001

COURSE TITLE: New Venture Planning

INSTRUCTOR: Dr. Jim Cater, Professor of Management

OFFICE LOCATION: BUS 350-329

PHONE NUMBER: (903) 566-7360

E-MAIL: jcater@uttyler.edu

OFFICE HOURS: 12:30 – 3:30 PM, Tuesday; 12:30 - 3:30 PM, Thursday; or by appointment.

COURSE DESCRIPTION: An application course designed to show students how to identify potential business opportunities, determine what constitutes a good business model, and how to implement a new business model. Students will prepare and present business plans during the semester.

PREREQUISITE: BBA Core Complete Student Group & Business Field of Study Student Group

REQUIRED TEXT: "Entrepreneurship and Effective Small Business Management" by Norman M. Scarborough and Jeffrey R. Cornwall, Eleventh edition. ISBN-13: 978-0-13- 350632-7 ISBN-10: 0-13-350632-0.

You may order this text online from the [UT Tyler Bookstore](#) or call them at (903) 566-7070.

COURSE OBJECTIVES:

The objectives in this course include giving students sufficient insights into entrepreneurial processes and new venture opportunities so that they can better:

1. Assess the feasibility of a wide range of new venture ideas.
2. Develop a sound business plan.
3. Assess business plans developed by others.
4. Understand the new venture process, and its major variations.
5. Gauge their own interest and abilities for the roles in the entrepreneurial economy.
6. Further develop their own investment criteria for involvement in early-stage ventures.
7. Understand how to develop new ventures.
8. Work with entrepreneurs, family firms, and entrepreneur service providers.

TEACHING METHOD: This course will consist primarily of lecture and discussion, following the organization of the textbook. We will use Canvas as an electronic instructional delivery and communication platform. Learning strategies will include discussion of current entrepreneurship topics; reading assignments; preparation of a business plan; student presentations; guest speakers (depending on availability); and two exams.

COURSE CONTENT:**Tentative Course Schedule:**

<u>Date</u>	<u>Topic</u>	<u>Textbook Chapter</u>
Tues.-Thurs. Jan. 11-13	Introduction and Course Overview Entrepreneurship: Driving Force	1
Tues.-Thurs. Jan. 18-20	Entrepreneurship: Driving Force	1
Tues.-Thurs. Jan. 25-27	Strategic Management	4
Tues.-Thurs. Feb. 1-3	Choosing a Form of Ownership Business Idea Due	5
Tues.-Thurs. Feb. 8-10	Franchising and the Entrepreneur	6
Tues.-Thurs. Feb. 15-17	Buying an Existing Business	7
Tues.-Thurs. Feb. 22-24	Study Day Exam 1: Chapters 1, 4, 5, 6, 7	
Tues.-Thurs. Mar. 1-3	Feasibility Analysis and Business Plan	8
Tues.-Thurs. Mar. 8-10	Spring Break	
Tues.-Thurs. Mar. 15-17	Project Preparation Week	
Tues.-Thurs. Mar. 22-24	Marketing Plan	9
Tues.-Thurs. Mar. 29-31	Financial Plan Feasibility Analysis Report Due	14
Tues.-Thurs. Apr 5-7	Cash Flow Plan BP Sales Estimate due	15
Tues.-Thurs. Apr. 12-14	Family Business and Insurance Marketing Section Due	22
Tues.-Thurs. Apr. 19-21	Study Day Exam 2: Chapters 8, 9, 14, 15, 22 Extra Credit Report Due	
Tues- Thurs. Apr. 26-28	Business Plan Project Presentations	

COURSE REQUIREMENTS:**(Tentative Due Dates)**

Exam 1:	100 points	Thursday, February 24
Exam 2:	100 points	Thursday, April 21
Feasibility Analysis Report	80 points	Thursday, March 31
Business Plan Sales Estimate	20 points	Thursday, April 7
Business Plan Project: Marketing Section	35 points	Thursday, April 14
Executive Summary, Introduction, Management, Financial, Appendices Sections	140 points	
Oral Presentation	25 points	Thursday, April 28
Class Participation	50 points	
Total	550 points	

METHODS OF EVALUATION:**Grading Scale:****A = 495 – 550 points****B = 440 - 449 points****C = 385 – 439 points****D = 330 – 384 points****F = 0 – 329 points****Withdrawal Dates:**

Census day is January 24, 2022. The last day to withdraw from one or more courses is March 28, 2022.

Make-up Procedure:

If you must miss an exam, you must make every effort to contact me before the exam. Failure to do so may result in a zero for that exam. Make-up exams, if allowed, must be taken within a week of the scheduled exam. The format of the make-up exam will be at my discretion (multiple-choice, short answer, or essay).

Study Groups:

On Tuesday, January 11, we will select study groups for the class projects (Business Plan), chapter reviews, and in-class discussions. As a rule, each study group will consist of five students. Students may choose their own groups, but I will assist in group selection as needed.

Class Participation

If you are not present, you may lose points from the participation grade. In order to keep the full 50 points, you must also be actively involved in class discussions on a regular basis.

Exams

There will be two exams. Each exam will consist of 50 multiple-choice questions. Exams will cover all lecture, text, and supplementary material. Supplementary material may include readings, case studies, videotapes, and exercises. The exams are not cumulative. The exams will be given under a time limitation of 60 minutes.

Feasibility Analysis Report:

Each study group will generate a business idea and report this idea to me in writing (a paragraph or two) by Thursday, February 3. After my approval, the group will write a feasibility analysis report on their idea (see Chapter 8 and instructions in Feasibility Analysis Report in Canvas). The Feasibility Analysis written report is due Thursday, March 31. Please note that only feasible ideas may continue on to the Business Plan.

Business Plan Sales Estimate

Each group will provide a sales estimate for their chosen business. The groups will specify annual sales for Year 1, Year 2, and Year 3 for their chosen business. Instructions are provided under separate cover in Canvas Course Documents. This will be a 20-point report and is due Thursday, April 2.

Business Plan Project:

The middle section of the course, Chapters 6, 7, 8, and 9, describe the development of the business plan. Our business plans will consist of an executive summary, introduction, marketing section, management section, financial and accounting sections, and appendices. I will provide detailed instructions under separate cover for the contents of each section. The Marketing section is due Thursday, April 14 in class. The remainder of the final written report is due Thursday, April 28 in class. Each group will also prepare a PowerPoint presentation of approximately 10 minutes in length. The oral presentations will be due in class April 26 and April 28.

Business Plan	Point Values
Executive Summary	25
Introduction	10
Marketing	35
Management	35
Financial	60
Appendices	10
Oral Presentation	25
Total	200

Executive Interview/Extra Credit Opportunity:

Identify and select an individual in the community who is actively employed as an entrepreneur or small business manager. You must inform me of your selection by Tuesday, March 22. This manager may be a friend, relative, or acquaintance. This person may not also be a guest speaker to the class. Tape-record an Executive Interview with the manager. There is a list of questions posted in the Getting Started section of Canvas. Transcribe the tape-recorded interview. The transcription must be a minimum of 5 pages, double-spaced, 12-point font, and one-inch margins. Write an executive summary of the individual and their company. The executive summary must be a minimum of 2 pages, double-spaced, 12-point font, and one-inch margins. This is a total of 7 pages minimum. You may exceed 7 pages. Provide evidence that you did record the interview by bringing the recording device to class and playing a portion of the interview for me. Each student who successfully completes this project will receive up to 30 bonus points. The complete report is due Thursday, April 21 in class.

Executive Speaker/Extra Credit Opportunity

Executive speakers are welcome to our class. Experienced managers can add valuable insights applicable to our class. If you have a friend, family member, or acquaintance, who you believe is qualified and willing to come to speak to us, please extend an invitation. The person chosen for the executive speaker cannot be the same individual about whom you do the executive interview.

Please notify me in writing of possible speakers. When you have a commitment from the executive speaker to come to our class, please come to me to arrange a day from our class schedule. Speakers should plan to talk to us for about 10 to 15 minutes and then answer questions from the class. Please refer to the executive interview questions for possible items the executive speakers to address. Students will receive 20 extra credit points for successful arrangements. The number of speakers is limited, and spots are available on a first-come, first-served basis. We will not be able to accommodate guest speakers after Thursday, April 7.

Student Resources

Netiquette Guide: “[Netiquette](#)” (network etiquette) is the do's and don'ts of online communication. Netiquette covers both common courtesy online and informal “rules of the road” of cyberspace. Review and familiarize yourself with the guidelines provided.

Digital Library Resources: Students enrolled in this course will have access to the [Robert R. Muntz Library](#), at The University of Texas at Tyler. Follow this link, and then complete the instructions at those sites for accessing information from a distant site. Many of the database subscriptions funded by student fees give you access to full text journals that you will need for your review of the literature in each course. Please take the time to set up your account and get familiar with the resources available. They are great!

COLLEGE OF BUSINESS STATEMENT OF ETHICS:

The ethical problems facing local, national and global business communities are an ever-increasing challenge. It is essential the Soules College of Business help students prepare for lives of personal integrity, responsible citizenship, and public service. In order to accomplish these goals, both students and faculty of the College of Business at The University of Texas at Tyler will:

- Ensure honesty in all behavior, never cheating or knowingly giving false information.
- Create an atmosphere of mutual respect for all students and faculty regardless of race, creed, gender, age or religion.
- Develop an environment conducive to learning.
- Encourage and support student organizations and activities.
- Protect property and personal information from theft, damage and misuse.
- Conduct yourself in a professional manner both on and off campus.

VI. STATEMENTS AND POLICIES

A. Students Rights and Responsibilities

To familiarize yourself with the policies that affect your rights and responsibilities as a student at UT Tyler, please follow this link: <http://www2.uttyler.edu/wellness/rightsresponsibilities.php>.

B. Grade Replacement/Forgiveness and Census Date Policies

Students repeating a course for grade forgiveness (grade replacement) must file a Grade Replacement Contract with the Enrollment Services Center (ADM 230) on or before the Census Date of the semester in which the course will be repeated. Grade Replacement Contracts are available in the Enrollment Services Center or at <http://www.uttyler.edu/registrar>. Each semester's Census Date can be found on the Contract itself, on the Academic Calendar, or in the information pamphlets published each semester by the Office of the Registrar.

Failure to file a Grade Replacement Contract will result in both the original and repeated grade being used to calculate your overall grade point average. Undergraduates are eligible to exercise grade replacement for only three course repeats during their career at UT Tyler; graduates are eligible for two grade replacements. Full policy details are printed on each Grade Replacement Contract.

The Census Date is the deadline for many forms and enrollment actions that students need to be aware of. These include:

- Submitting Grade Replacement Contracts, Transient Forms, requests to withhold directory information, approvals for taking courses as Audit, Pass/Fail or Credit/No Credit.
- Receiving 100% refunds for partial withdrawals. (There is no refund for these after the Census Date)
- Schedule adjustments (section changes, adding a new class, dropping without a "W" grade)
- Being reinstated or re-enrolled in classes after being dropped for non-payment
- Completing the process for tuition exemptions or waivers through Financial Aid

C. State-Mandated Course Drop Policy

Texas law prohibits a student who began college for the first time in Fall 2007 or thereafter from dropping more than six courses during their entire undergraduate career. This includes courses dropped at another 2-year or 4-year Texas public college or university. For purposes of this rule, a dropped course is any course that is dropped after the census date (See Academic Calendar for the specific date).

Exceptions to the 6-drop rule may be found in the catalog. Petitions for exemptions must be submitted to the Enrollment Services Center and must be accompanied by documentation of the extenuating circumstance. Please contact the Enrollment Services Center if you have any questions.

D. Disability Services

In accordance with federal law, a student requesting accommodation must provide documentation of his/her disability to the Disability Services counselor. If you have a disability, including a learning disability, for which you request an accommodation, please contact the Disability Services office in UC 3150, or call (903) 566-7079.

E. Student Absence due to Religious Observance

Students who anticipate being absent from class due to a religious observance are requested to inform the instructor of such absences by the second class meeting of the semester.

F. Student Absence for University-Sponsored Events and Activities

If you intend to be absent for a university-sponsored event or activity, you (or the event sponsor) must notify the instructor at least two weeks prior to the date of the planned absence. At that time the instructor will set a date and time when make-up assignments will be completed.

G. Social Security and FERPA Statement

It is the policy of The University of Texas at Tyler to protect the confidential nature of social security numbers. The University has changed its computer programming so that all students have an identification number. The electronic transmission of grades (e.g., via e-mail) risks violation of the Family Educational Rights and Privacy Act; grades will not be transmitted electronically.

H. Emergency Exits and Evacuation

Everyone is required to exit the building when a fire alarm goes off. Follow your instructor's directions regarding the appropriate exit. If you require assistance during an evacuation, inform your instructor in the first week of class. Do not re-enter the building unless given permission by University Police, Fire department, or Fire Prevention Services.

I. Concealed Weapons

We respect the right and privacy of students who are duly licensed to carry concealed weapons in this class. License holders are expected to behave responsibly and keep a handgun secure and concealed. More information is available at <http://www.uttyler.edu/about/campus-carry/index.php>.

J. UT Tyler a Tobacco-Free University

All forms of tobacco will not be permitted on the UT Tyler main campus, branch campuses, and any property owned by UT Tyler. This applies to all members of the University community, including students, faculty, staff, University affiliates, contractors, and visitors.

Forms of tobacco not permitted include cigarettes, cigars, pipes, water pipes (hookah), bidis, kreteks, electronic cigarettes, smokeless tobacco, snuff, chewing tobacco, and all other tobacco products.

There are several cessation programs available to students looking to quit smoking, including counseling, quitlines, and group support. For more information on cessation programs please visit www.uttyler.edu/tobacco-free.