COURSE NUMBER: MANA 4320 -001  

COURSE TITLE: New Venture Planning  

INSTRUCTOR: Dr. Jim Cater, Associate Professor of Management  

OFFICE LOCATION: BUS 115  

PHONE NUMBER: (903) 565-5518  

E-MAIL: jcater@uttyler.edu  

OFFICE HOURS: 1:30 – 3:30 PM Monday; 1:00 - 2:00, 3:30 – 4:30 PM Tuesday; 1:00 - 2:00 PM, 3:30 – 4:30 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  


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.  

CLASS MEETING: Tuesday and Thursday 2:00PM – 3:20PM in Business Bldg RM 210  

TEACHING METHOD: This course will consist primarily of lecture and discussion, following the organization of the textbook. We will use Blackboard 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 three exams.
## COURSE CONTENT:
**Tentative Course Schedule:**

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Textbook Chapter</th>
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<tbody>
<tr>
<td>Tues.-Thurs. Jan. 13-15</td>
<td>Introduction and Course Overview Challenge of Entrepreneurship</td>
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<tr>
<td>Tues.-Thurs. Jan. 27-29</td>
<td>Choosing a Form of Ownership Case Report 1: Rebecca's Boutique</td>
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<td>Tues.-Thurs. Feb. 3-5</td>
<td>Franchising and the Entrepreneur</td>
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<td>Tues.-Thurs. Feb. 10-12</td>
<td>Buying an Existing Business</td>
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<tr>
<td>Tues.-Thurs. Feb. 17-19</td>
<td>Exam 1: Chapters 1, 2, 3, 4, 5 Feasibility Analysis and Business Plan Business Idea Due</td>
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<td>Tues.-Thurs. Feb. 24-26</td>
<td>Financial Plan Case Report 2: Motor Trike</td>
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<td>Tues.-Thurs. Mar. 3-5</td>
<td>Cash Flow Plan</td>
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<tr>
<td>Tues.-Thurs. Mar 10-12</td>
<td>Spring Break</td>
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<tr>
<td>Tues.-Thurs. Mar 17-19</td>
<td>Guerilla Marketing Plan</td>
<td>9</td>
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<tr>
<td>Tues.-Thurs. Mar 24-26</td>
<td>Exam 2: Chapters 6, 7, 8, 9 Marketing Plan Section Due Family Business Strategies</td>
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<td>Tues.-Thurs. Apr. 7-9</td>
<td>Ethics and Social Responsibility Extra Credit Report Due</td>
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<td>Tues.-Thurs. Apr. 14-16</td>
<td>Legal Environment</td>
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<td>Tues.-Thurs. Apr. 21-23</td>
<td>Business Plan Presentations: Oral and Written</td>
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<td>Thurs. Apr. 30</td>
<td>Final Exam: Chapters 20, 21, 22</td>
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COURSE REQUIREMENTS: (Tentative Due Dates)

Exam 1: 100 points Tuesday, February 17
Exam 2: 100 points Tuesday, March 24
Final Exam 3: 100 points Thursday, April 30
Case Report 1: Rebecca's Boutique 35 points Thursday, January 29
Case Report 2: Motor Trike Case 35 points Thursday, February 26
Business Plan Project:
   Marketing Section 35 points Thursday, March 26
   Executive Summary, Introduction, Management, Financial,
   Appendices Sections 140 points
   Oral Presentation 25 points Thursday, April 23
Class Participation: 30 points

Total 600 points

METHODS OF EVALUATION:
Grading Scale:

   A = 540 – 600 points
   B = 480 - 539 points
   C = 420 – 479 points
   D = 360 – 419 points
   F = 0 – 359 points

Withdrawal Dates:
   Date to withdraw without penalty (9th class day) is January 20, 2015.
   Last day to withdraw from one or more courses is March 27, 2015.

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 13, we will select study groups for the class projects, chapter reviews, and in-class discussions. As a rule, each study group will consist of four students. We will make changes to accommodate students who add the class. Students may choose their own groups.

Exams:
There will be 3 exams including the final exam. Each exam will consist of 50 multiple-choice questions. You must bring a scantron and #2 pencil to class for each exam. Exams will cover all lecture, text, and supplementary material. Supplementary material may include readings, case studies, videotapes, and exercises. The exams are not cumulative.

Case Report:
There will be two case reports. Each case report must be a minimum of two pages in length: double-spaced, 12-point font, Times New Roman script, one-inch margins. There is no maximum answer length per case. Please answer in complete sentences except when reporting ratios or numeric answers. When answering numeric or ratio questions always show your work - how you arrived at your answer. In order to receive full credit for your answers, use proper spelling, grammar, and punctuation. Each individual or entire study groups together may write this report. The cases will address relevant entrepreneurship issues and are chosen from the instructor's own sources. I will give case analysis guidelines under a separate cover.

Business Plan Project:
Each group will choose a business to create and start up. Each group will notify me of their choice by Thursday, February 19 with a one-page description of the business idea. 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, March 26 in class. The remainder of the final written report is due Thursday, April 23 in class. Each group will also prepare an oral presentation of approximately 10 minutes in length for the class. The oral presentations will be on Tuesday, April 21 and Thursday, April 23.

Please note: you may choose to turn in your marketing section and/or complete report early. If you turn in your marketing section and/or complete report at least two weeks before the deadline, I will give you feedback and the opportunity to correct any problems. Thus, I will grade the report in one week, return it to you, and you may have one week for corrections.

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<thead>
<tr>
<th>Business Plan</th>
<th>Point Values</th>
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<tbody>
<tr>
<td>Executive Summary</td>
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<td>Introduction</td>
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<tr>
<td>Marketing</td>
<td>35</td>
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<tr>
<td>Management</td>
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<td>Financial</td>
<td>60</td>
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<td>Appendices</td>
<td>10</td>
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<tr>
<td>Oral Presentation</td>
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<td>Total</td>
<td>200</td>
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Class Participation:
Each student will begin the semester with 30 points of credit for class participation. If you are not present, you may lose points off the participation grade. In order to keep the full 30 points, you must also be actively involved in class discussions on a regular basis.

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 17. This manager may be a friend, relative, or acquaintance. Tape record an Executive Interview with the manager. There is a list of questions posted in the Getting Started section of Blackboard. Transcribe the tape recorded interview. The transcription must be a minimum of 5 pages, double-spaced, 12-point font, and one-inch margins. Write a case study of the individual and their company. The case study 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. Each student who successfully completes this project will receive up to 25 bonus points. The complete report is due Thursday, April 9.

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 speak to us, please extend an invitation. Please note that you must choose different individuals for the two extra credit items.

Please notify me in writing of possible speakers. When you have a commitment from the executive speaker to come to our class, 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 for 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 16.

Academic Honesty Policy:
No form of academic misconduct will be tolerated. The University has a strict code for cheating and students should refer to the Student Code of Conduct to understand the consequences. University policy will be followed if a student is caught cheating.

Attendance Policy:
Class attendance is highly recommended and will be factored into your class participation grade.

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 College of Business and Technology 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 and Technology 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.

STATEMENTS AND POLICIES:
Students Rights and Responsibilities
To know and understand 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

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

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.

Disability Services
In accordance with Section 504 of the Rehabilitation Act, Americans with Disabilities Act (ADA) and the ADA Amendments Act (ADAAA) the University offers accommodations to students with learning, physical and/or psychiatric disabilities. If you have a disability, including non-visible disabilities such as chronic diseases, learning disabilities, head injury, PTSD or ADHD, or you have a history of modifications or accommodations in a previous educational environment you are encouraged to contact the Student Accessibility and Resources office and schedule an interview with the Accessibility Case Manager/ADA Coordinator, Cynthia Lowery Staples. If you are unsure if the above criteria applies to you, but have questions or concerns please contact the SAR office. For more information or to set up an appointment please visit the SAR office located in the University Center, Room 3150 or call 903.566.7079. You may also send an email to cstaples@uttyler.edu

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.

**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.

**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.

**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.