



COLLEGE OF BUSINESS ADMINISTRATION

Center for Entrepreneurship

ENTR(MNGT) 423

BUSINESS PLAN DEVELOPMENT AND DECISION MAKING

PROFESSOR:	Dr. Samuel Nelson
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OFFICE HOURS:	T & Th 3:30-4:30 pm or by appointment
TEXTS:	<u>Business Model Generation</u> by Alexander Osterwalder & Yves Pigneur (Required) <u>The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses</u> by Eric Riles (Required)
SOFTWARE:	http://partners.liveplan.com/university-of-nebraska-lincoln-center-for-entrepreneurship

COURSE DESCRIPTION AND OBJECTIVES

The Business Plan Development and Decision Making course is designed to support aspiring entrepreneurs who intend to launch and grow a business. Recognizing that the founder is the critical success factor in new enterprise formation and building, the course addresses the concepts, skills, know-how, information, attitudes, and alternatives that are relevant for start-up entrepreneurs and entrepreneurial managers. In examining issues and problems of start-ups, we will:

1. Investigate the characteristics common to entrepreneurs and evaluate how successful entrepreneurs create and build value for themselves and others;
2. Develop personal contacts with practicing entrepreneurs;
3. Evaluate how successful entrepreneurs and investors create (or find) and differentiate profitable and durable opportunities from just “other good ideas”;
4. Review the roles that marketing, human resources, and operations play in the organization and operation of a new venture;

5. Evaluate the necessary financial and non-financial resources available for new ventures,
6. Review the criteria that resource providers use to screen and evaluate the attractiveness and risk of proposals, and how to obtain start-up capital;
7. Determine the tasks to be accomplished and the hurdles to be overcome during start-up;
8. Learn how to utilize data and logic to tell a great story.
9. Prepare a new venture plan suitable for guiding the start-up or a presentation that enables others to prepare such a new venture plan; and
10. Present the plan to representatives of investor groups or to aspiring entrepreneurs.

CLASSROOM CONDUCT:

I expect that everyone in this class (instructor included) will conduct him/herself in a professional manner. No cell phones or other electronic devices except laptops (for taking notes) are to be used while in the classroom.

CLASS POLICIES:

Attendance: You will be expected to attend all classes. If you have a good reason you must miss class, please let me know. Excessive or unexcused absences will result in a reduction in grade.

General:

1. Varying points of view, constructively offered, are welcome and encouraged.
Complexity and ambiguity are characteristic of new venture creation and there is rarely a single right answer or point of view.
2. Class Discussion: Simply coming to class is not enough to earn participation points. It is necessary that you *engage* (not just in this class but in all aspects of your life).
3. Innovative ideas and analytical thinking are valued. Copying and plagiarism is not. Cheating in all forms is unacceptable.
4. Late assignments may be accepted at the discretion of the instructor, but may not receive full credit.
5. *The instructor reserves the right to deviate from the schedule given here as deemed necessary.*

Non-Discrimination: It is the policy of the University of Nebraska to not discriminate on the basis of age, gender, sexual orientation, disability, race, color, religion, veteran's status, or national or ethnic origin in its educational programs. The faculty of the College of Business Administration and Department of Management strongly support this policy. If you feel that you have been subjected to some form of discrimination, please contact me immediately or the Department Chair, Dr. Dennis Duchon.

Special Needs: Please inform me during the first week of class if you have any conditions that may limit or affect your ability to participate in this course so that we can make necessary arrangements.

Emergency Plan: Every UNL campus building has emergency shelter and evacuation plans. Please familiarize yourself with the plans of each building in which you take classes or attend meetings. Make sure to note the routes to the lowest level of the buildings for shelter during inclement weather.

**COURSE GRADING:
GRADING AND EVALUATION CRITERIA:**

	POINTS
Learning Action Plan (LAP)	25
Quizzes (5@50 points)	250
Business Networking (4 @ 25 pts each)	100
Book Review or TED Talk Review	75
Movie Assessment	75
Mentor Write-Up	75
QuickPitch	50
Final Business Pitch Presentation	150
<u>Final Written Business Plan</u>	<u>200</u>
	1000

ASSESSMENT

- **LAP** – Each student must turn in their learning action plan that includes the book they chose and ‘why’ they chose it, the networking events they will attend (also include the when and why), a personal statement regarding what they want to achieve from this class as well as what they will offer the class. (25 pts)
- **QUIZZES** – There will be 5 quizzes. These quizzes will consist of 2 to 4 essay questions, in which the student must apply what is being covered in lecture and other class associated activities. (5 @ 50 pts each)
- **BUSINESS NETWORKING EVENTS** – Each student will be required to attend 4 different business-networking events. In order to get credit for these events, a brief 1-page reflection paper needs to be turned in for each event. (4 @ 25 pts each)
- **BOOK or TED TALKS REVIEW**– Each student must choose a book to read this semester to enhance their learning in this class or select at least 4 TED talks to review. The book can be a biography, such as the Steve Jobs book or it can be something to assist with your business plan. The book must be approved by the professor (this will be done when grading the LAP). The TED talks should be anything you feel is relevant to what you want to get out of this class or your business idea. The book or TED talk review should be 5 to 7 pages in length and cover the book, your review as well as how you will apply the information in the book in the future. (75 pts)
- **MENTOR MEETING WRITE-UP** – Each student will be required to attend an *entrepreneurship in residence* event, or schedule a mentorship meeting with an existing entrepreneur/professional in your desired field. Once the meeting is complete you must write a 2-4 page write up that covers the questions you asked, what you learned and how you intend to leverage a mentor moving forward. (75 pts)
- **MOVIE ASSESSMENT**– You must watch a movie on value creation or entrepreneurship. Movies to consider are: Social Network, Muscle Shoals, The Big

Short, Moneyball, Something Ventured, The Godfather, Who Killed the Electric Car and The Smartest Guys in the Room. You can also suggest another movie as long as you justify 'why' it is appropriate. You must then write a 3-5 page assessment regarding what you learned from the movie and how it applies to the concepts learned in this class (75 points).

- **QUICK PITCH** – Each team is required to 'pitch' their business idea in class. The entire team gets the same grade. (50 pts)
- **FINAL 'PITCH DECK' PRESENTATION**– Each team will create a 15 to 20 slide 'investment deck' presentation. You are all required to apply to the UNL New Venture competition – March 28, 2017. Your final project will be graded on the slides as well as your presentation. The entire team will receive the same grade. (150 points)
- **FINAL BUSINESS PLAN/LIVE PLAN** – Each team will be required to write a traditional business plan (It will be completed in sections over the course of the semester. In addition, each team must complete the Master Workbook, which will also be completed in sections in stages throughout the semester. (200 points)

SCHEDULE

- See Detailed Schedule

Grading Scale

A+	965-1,000
A	925-964
A-	895-924
B+	865-894
B	825-864
B-	795-824
C+	765-794
C	725-764
C-	695-724
D+	665-694
D	625-664
D-	595-624
F	Below 595