

MGT 497 - Business Plan Creation

SYLLABUS

Class Meeting Information

Meeting Times and Locations: Sec 1001: TR 5:30-6:45pm in BEH 222

Credits: 3

Learning Outcomes

This course gives you the chance to gain experience developing a business plan based on a *real business idea*. Unlike other classes that focus on small business, we focus on scalable startups. This is a unique opportunity! You will:

1. Master basic knowledge, vocabulary, facts and key concepts about entrepreneurship.
2. Gain experiential knowledge in which you: test a product on a target market, develop a market analysis and marketing plan, perform an industry analysis, create financial projections, and package these analyses into a persuasive and credible business plan.
3. Hone writing skills by iteration and feedback on components of your business plan and reflective journal posts.
4. Practice giving helpful but honest feedback to others regarding their business idea to save them money and time!
5. Practice entrepreneurial networking by participating in Las Vegas' entrepreneurship events.
6. Develop team development skills to see if a team can actually withstand the pressures of a startup.

Course Prerequisites

Admission to a business major/junior standing

Course Materials

I recommend (but do not require) Bruce Barringer's *Preparing Effective Business Plans* (ISBN: 0133506975) as an inexpensive and practical reference for creating a business plan. We follow a slightly different business plan outline, but the components are the same. I will ALSO assign readings, online videos and websites. I utilize a course website (www.launchlab.org/UNLV_Bplan) to post material for the course (including links to other websites, documents, presentations, videos, etc) that can be shared freely on the internet. I use Launchlab.org to share what we do in class with the broader community. I will use WebCampus for grades and turning in reflection journals only.

Grading

You will be graded based on both individual and team performance. This class requires extensive use of hands-on exercises and writing about those exercises. Your grade will be influenced by your effort level and your ability to communicate clearly and succinctly. For each assignment, I will give clear writing expectations and grading rubrics.

Grading Criteria:

If you get an A on an assignment, I really think that it's A material. But grades generally start lower and gradually improve during the semester, so I tend to curve **UP** at the end of the semester to bring grades to the rough relative distribution shown below. I will be fair in grading and want to reward those that are clearly trying.

Grade	Absolute Metric	Relative (of those making MSE)
A, A-	Excellent to very good	~Top 20%-30% of MSE
B+, B, B-	Quite good to adequate	~Middle 40%-60% of MSE
C+, C	Barely adequate, > minimally sufficient effort (MSE)	~ Lower 10-30% of MSE
C-, D, F	Various grades of inadequate work; not trying	Those below MSE

General Assignment Instructions:

See online schedule for assignment due dates. I will provide *grading rubrics* and feedback for each graded assignment. The written component of each assignment follows the same guidelines: **digital submission** of a *single-spaced document with 11-12 pitch font, and 1" margins on all sides*. I expect that you will incorporate feedback from previous submissions in future submissions. This is key to improving the quality of your writing.

The following are the specific components of your grade.

<i>Individual Assignments</i>	<i>Points</i>	<i>Percentage</i>
<i>Class Participation</i>	<i>160</i>	<i>16%</i>
<i>Group Participation</i>	<i>100</i>	<i>10%</i>
<i>Quizzes (4 quizzes)</i>	<i>240</i>	<i>24%</i>
<i>Reflective Journal Entry and presentation</i>	<i>60</i>	<i>6%</i>
<i>Final exam</i>	<i>120</i>	<i>12%</i>
<i>Team Assignments</i>		
<i>Business Plan (1st half)</i>	<i>100</i>	<i>10%</i>
<i>Business Plan (2nd half)</i>	<i>100</i>	<i>10%</i>
<i>Final Business Plan</i>	<i>120</i>	<i>12%</i>
<i>Total</i>	<i>1000</i>	<i>100%</i>

Class Participation

Class participation is vital to the success of this course and will be assessed in several ways.

a. Peer feedback. One goal of this class is to learn to give constructive and helpful feedback. You learn as you do so. This written feedback according to the grading rubric to another team on the each of their team submissions.

b. In class preparedness and interaction. In order to contribute to class, you need to be there. However, **just being there is not sufficient**. You'll need to do the following to get full credit:

1. **Be professional**. I expect you to practice behaviors that will lead to professional success because. These include:
 1. arriving to class on time (Walking in late disrupts class and reduces your classmates' experience).
 2. providing an explanation for absences that could not be avoided
 3. **turning off and putting away your phone/laptop** in class except at designated times.
 4. dressing appropriately for presentations
 5. asking relevant questions of guest speakers
2. Read/view and think about assigned readings/videos **prior** to class.
3. **Listen** to what classmates, instructors, and speakers say. We go from class-work to group-work, and back to class-work frequently, so you need to **stop the conversation** when group-work time is done.
4. Be not only physically, but mentally present by **not searching the internet, texting, or sleeping**.
5. **Maximize in-class group-work time** to really learn. This means assigning one of your team to lead a discussion, having someone organize notes, and using any extra time to plan next steps as a group.
6. Give specific and helpful oral feedback to other students and teams.

Group Participation

This class requires a LOT of group-work, much of it outside of designated group meeting times. You will need to determine responsibilities, communicate, and work through difficult issues. If problems continue, tell me. Do not wait until the semester's end. At semester end you will assess the contribution of each of your teammates. Your group participation grade is influenced by the allocation from your team members as well as your team's overall performance.

Quizzes

I use quizzes as a way to help you review the key concepts from the course. You should take notes to do well.

Reflective Journal Entries

You will individually write a reflection and present this reflection to class on **ONE out-of-the-building experience** (e.g. meetups for business, Downtown Project events) that directly relate to entrepreneurship. If you cannot attend a live experience, you may substitute a reflection on an online video related to entrepreneurship, but your score will be reduced 10%. You will submit the **three paragraph reflection** and **three slide presentation** on webcampus.

Market Research (Market Research Worksheet) - You will do interviews as primary market research to help you to understand the needs of your customers. This will be part of your group participation.

First and Second Halves of Business Plan (6-8 single-spaced pages, 6 Powerpoint slides each)

The first half of the business plan includes the description of the product, target market, market size, industry and competitive analysis. The second half includes marketing, operations and technology, management, finances and exit strategy. **Footnotes** are used to cite sources for key information supporting your claims. Each will be graded, and feedback given should be incorporated in the final business plan.

Final Business Plan (14-16 single-spaced pages, appendices limited to 10 pages; 12 Powerpoint slides)

In total, the maximum number of pages is 26. Detailed spreadsheets and other appendices should follow the text portion of the plan. Appendices should be included only when they support the claims and statements in the plan. You have until final exam time to email me the final version of the written plan.

Miscellaneous

In order to ensure that I am effective in all of my responsibilities in research, teaching and service at UNLV, I follow a few guidelines for interactions with students. I state them here, just to avoid any hurt unintentional hurt feelings.

1. I do not accept contact requests on Facebook or LinkedIn until after a student has graduated from UNLV.
2. To write an effective letter of recommendation, I need to have something truly distinctive to say, AND it has to mean something coming from me. Therefore, I will only write a letter of recommendation if you earned an A in my class, you placed in an entrepreneurship competition, or you created a new business from class.

University Policies

Academic Misconduct—Academic integrity is a legitimate concern for every member of the campus community; all share in upholding the fundamental values of honesty, trust, respect, fairness, responsibility and professionalism. By choosing to join the UNLV community, students accept the expectations of the Student Academic Misconduct Policy and are encouraged when faced with choices to always take the ethical path. Students enrolling in UNLV assume the obligation to conduct themselves in a manner compatible with UNLV's function as an educational institution.

An example of academic misconduct is plagiarism. Plagiarism is using the words or ideas of another, from the Internet or any source, without proper citation of the sources. See the *Student Academic Misconduct Policy* (approved December 9, 2005) located at: <https://www.unlv.edu/studentconduct/student-conduct>.

Copyright—The University requires all members of the University Community to familiarize themselves **with** and to follow copyright and fair use requirements. **You are individually and solely responsible for violations of copyright and fair use laws. The university will neither protect nor defend you nor assume any responsibility for employee or student violations of fair use laws.** Violations of copyright laws could subject you to federal and state civil penalties and criminal liability, as well as disciplinary action under University policies. Additional information can be found at: <http://www.unlv.edu/provost/copyright>.

Disability Resource Center (DRC)—The UNLV Disability Resource Center (SSC-A 143, <http://drc.unlv.edu/>, 702-895-0866) provides resources for students with disabilities. If you feel that you have a disability, please make an appointment with a Disabilities Specialist at the DRC to discuss what options may be available to you. If you are registered with the UNLV Disability Resource Center, bring your Academic Accommodation Plan from the DRC to the instructor during office hours so that you may work together to develop strategies for implementing the accommodations to meet both your needs and the requirements of the course. Any information you provide is private and will be treated as such. To maintain the confidentiality of your request, please do not approach the instructor in front of others to discuss your accommodation needs.

Religious Holidays Policy—Any student missing class quizzes, examinations, or any other class or lab work because of observance of religious holidays shall be given an opportunity during that semester to make up missed work. The make-up will apply to the religious holiday absence only. It shall be the responsibility of the student to notify the instructor **within** the first 14 calendar days of the course for fall and spring courses (excepting modular courses), or **within** the first 7 calendar days of the course for summer and modular courses, of his or her intention to participate in religious holidays which do not fall on state holidays or periods of class recess. For additional information, please visit: <http://catalog.unlv.edu/content.php?catoid=6&navoid=531>.

Transparency in Learning and Teaching—The University encourages application of the transparency method of constructing assignments for student success. Please see these two links for further information:

<https://www.unlv.edu/provost/teachingandlearning>

<https://www.unlv.edu/provost/transparency>

Incomplete Grades—The grade of I—Incomplete—can be granted when a student has satisfactorily completed three-fourths of course work for that semester/session but for reason(s) beyond the student’s control, and acceptable to the instructor, cannot complete the last part of the course, and the instructor believes that the student can finish the course without repeating it. The incomplete work must be made up before the end of the following regular semester for undergraduate courses. Graduate students receiving “I” grades in 500-, 600-, or 700-level courses have up to one calendar year to complete the work, at the discretion of the instructor. If course requirements are not completed within the time indicated, a grade of F will be recorded and the GPA will be adjusted accordingly. Students who are fulfilling an Incomplete do not register for the course but make individual arrangements with the instructor who assigned the I grade.

Library—Students may consult with a librarian on research needs. For this class, the subject librarian is https://www.library.unlv.edu/contact/librarians_by_subject. UNLV Libraries provides resources to support students’ access to information. Discovery, access, and use of information are vital skills for academic work and for successful post-college life. Access library resources and ask questions at <https://www.library.unlv.edu/>.

Tutoring and Coaching—The Academic Success Center (ASC) provides tutoring, academic success coaching and other academic assistance for all UNLV undergraduate students. For information regarding tutoring subjects, tutoring times, and other ASC programs and services, visit <http://www.unlv.edu/asc> or call 702-895-3177. The ASC building is located across from the Student Services Complex (SSC). Academic success coaching is located on the second floor of the SSC (ASC Coaching Spot). Drop-in tutoring is located on the second floor of the Lied Library and College of Engineering TEB second floor.

UNLV Writing Center—One-on-one or small group assistance with writing is available free of charge to UNLV students at the Writing Center, located in CDC-3-301. Although walk-in consultations are sometimes available, students with appointments will receive priority assistance. Appointments may be made in person or by calling 702-895-3908. The student’s Rebel ID Card, a copy of the assignment (if possible), and two copies of any writing to be reviewed are requested for the consultation. More information can be found at: <http://writingcenter.unlv.edu/>.

Rebelmail—By policy, faculty and staff should e-mail students’ Rebelmail accounts only. Rebelmail is UNLV’s official e-mail system for students. It is one of the primary ways students receive official university communication such as information about deadlines, major campus events, and announcements. All UNLV students receive a Rebelmail account after they have been admitted to the university. Students’ e-mail prefixes are listed on class rosters. The suffix is always @unlv.nevada.edu. **Emailing within WebCampus is acceptable.**

Final Examinations—The University requires that final exams given at the end of a course occur at the time and on the day specified in the final exam schedule. See the schedule at: <http://www.unlv.edu/registrar/calendars>.

Tentative Schedule ¹			
Date	Topic; G=Guest Speaker	Material (cover prior to session)	Events: A = Activity S=Submissions, P=Presentation
8/30	Introductions, Expectations	W: Made to Stick Ch 1	S: Get to know you sheet
9/1	Executive Summary		
9/6	Mixer - Idea Market		Bring 1-page resume
9/8	Target Market	HTSS – Ideas, Products, Teams	A: Customer Persona Activity
9/13	Market Analysis - Librarian		A: Market Analysis activity
9/15	Industry Analysis		Quiz 1 (Intro-Market analysis)
9/20	Market Research Discussion		P/S: Market Research
9/22	Strategic Positioning		
9/27	Tom Hinueber, Variables of light		
9/29	Marketing & Sales	HTSS-Alex Schultz - Growth	
10/4	Operations & Tech	Tech Crunch - Metrics	
10/6	Management Plan		Quiz 2 (Industry-Operations)
10/11	Elyse Peterson, Tealet		Pitch: 2 slides, 90 s

¹ As changes are made to the schedule updates will be made on http://www.launchlab.org/UNLV_Bplan

10/13	Peer Feedback	W: How to write a great business plan	P/S: B-plan Part 1
10/18	DEBATE – PROJECT WORK DAY	NO CLASS	
10/20	Feedback /Group Work		
10/25	Reflection Presentations		
10/27	Intellectual Property	A: Patents	
11/1	Financials Part 1	W: Startup Financials Videos	Quiz 3 (Management-IP)
11/3	Financials Part 2		
11/8	Financials Part 3	W: Founder's Dilemma	
11/10	Looking for Money	HTSS – How to raise money	
11/15	Peer Feedback		P: B-plan Part 2
11/17	Speaker: Bryce Wisan		
11/22	Feedback/Group Work		
11/24	Thanksgiving Day Recess	NO CLASS	
11/29	Social Entrepreneurship		Quiz 4 (Finances -end)
12/1	Reflection Presentations		
12/6	Review Final Presentation Slides – sign up for schedule		
12/8	Final Wrap-up		
12/15	Final exam.		Final exam. B-plan due by 8am.
Schedule is subject to change. Planning on missing classes is a risky strategy.			