

MBAX 6100
Entrepreneurship and Small Business Management
Course Organization
Spring 2007

| Week | Topic/Assignment/Activity | Hand-In |
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| 1 Jan 16 | Topic: Nature of Entrepreneurship Role in Society, Reality and Myths Course Introduction | |
| 2 Jan 22-23 | Topic: Entrepreneurial Manager Mission, Personal Aspirations & Risk Propensity of Entrepreneurs Entrepreneur Interview Assig: BZ-1 M-6 K-1 (W) Entrepreneur Interview Activt: (P) Crunch case | |
| 3 Jan 29-30 | Topic: Entry Strategies Franchising, Purchasing Assig: BZ-11 Activt: (P) ICEDELIGHTS case | |
| 4 Feb 5-6 | Topic: Opportunity Recognition My Opportunity & Will the Fish Bite Feasibility Plan Assig: BZ-2 M-1 & 2 K-2 (W) Feasibility Plan | |
| 5 Feb 12-13 | Topic: Corporate Entrepreneurship Difference between Start-ups & Corporate Ventures (H) Obstacles of Corp Entrepreneurship Feasibility - Is This a Good Market? Assig: (P) Building Breakthrough Businesses M-3 (H) Understanding the Obstacles | |
| 6 Feb 19-20 | Topic: Corporate Entrepreneurship Creativity & Innovation in Corporations Feasibility - Is This a Good Industry? Assig: (P) Bringing Silicon Valley Inside M-4 Activt: (P) Emerging Business Opportunities at IBM case | Entrepreneur Interview (be prepared to discuss in class) |

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| 7 Feb 26-27 | Topic: Corporate Entrepreneurship You As an Intrapreneur Feasibility - Sustainable Competitive Advantage Assig: BZ-3 M-5 Activt: (P) Lucent Technologies case | |
| 8 Mar 5-6 | Topic: Funding Entrepreneurial Ventures Venture Capital & Angels Assig: BZ-6 K-3 & 7 Activt: Speakers – VC and angel | Mid-term Exam |
| 9 Mar 12-13 | Topic: Funding Entrepreneurial Ventures Debt & Other Forms of Financing Deal Structure & Valuation Assig: BZ-7 Activt: (S) David Kendal | |
| 10 Mar 19-20 | Topic: Negotiate Term Sheets Assig: (H) Term Sheets Activt: (H) Internet Commerce Co. case (S) David Kendal and an attack of attorneys | Feasibility Plan Parts I & II (Market Analysis & Competitive Analysis) |
| Mar 26-27 | Spring Break | No Class |
| 11 Apr 2-3 | Topic: Other Resources Bootstrapping Strategic Alliances Assig: BZ-8 K-5, 6 & 8 | |
| 12 Apr 9-10 | Topic: Legal Issues: Intellectual Property Employee Agreements Assig: BZ-9 & 10 Activt: (P) Mason & Sheppard case (S) Jim Linfield, Cooley Godward | |
| 13 Apr 16-17 | Topic: Managing Growth Management Team, Communications Sport of Entrepreneurship Your Connections Matter Assig: BZ-13 M-7 & 8 K-9 & 10 Activt: (P) Noodles case | |

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| 14 Apr 23-24 | Topic: Harvest Selling Your Company, IPO's Assig: BZ-14 K-11 Activt: (P) US Labs case (S) Bob Gill | Feasibility Plan Parts I, II, & III |
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BP: Bygrave & Zacharakis, The Portable MBA in Entrepreneurship

K: Kawasaki, The Art of the Start

M: Mullins: New Business Road Test

P: Packet – various cases and readings

W: Download from Course Website

S: Speaker

H: Handout