

MBAX 6100
Entrepreneurship and Small Business Management
Spring 2005
Course Outline

		Assignments To Be Completed Before Class		
Week	Topics	Reading	Case Study/Speaker	Deadlines
Wk 1 Jan 10-11	Nature of Entrepreneurship Role in Society, Reality and Myths Course Introduction Entrepreneur Interview			
		(H) Entrepreneur Interview		
Wk 2 Jan 17-18	Entrepreneurial Manager Why Will or Won't it Work?	BZ-1 M-1	(P) Crunch	
Wk 3 Jan 24-25	Opportunity Recognition Feasibility Plan Parts I & II	BZ-2 (H) Feasibility Plan	(P) ICEDELIGHTS	
Wk 4 J 31- F 1	Entrepreneurship at early stages Will the Fish Bite?	BZ-3 M-2	(P) Noodles	
Wk 5 Feb 7-8	Funding Entrepreneurial Ventures Angels, Venture Capital Is This a Good Market?	BZ-6 M-3	(S) TBD	Entrepreneur Interview (be prepared to discuss in class)
Wk 6 Feb 14-15	Funding Entrepreneurial Ventures Debt & Other Forms of Financing Is This a good Industry?	BZ-7 M-4	(P) John Kirshticks (S) TBD	
Wk 7 Feb 21-22	Marshalling Resources Strategic Alliances Failure & the Living Dead Deal Structure & Valuation	BZ-8	(H) Jurismonitor, Inc (S) TBD (S) David Kendal	

Wk 8 F 28-Mar 1	Negotiate Term Sheets	(H) Term Sheets	(H) Internet Commerce Co. case (S) David Kendal and an attack of attorneys	
Wk 9 Mar 7-8	Legal Issues: Intellectual Property Stock Options, Employee Agreements Feasibility Plan Part III	BZ-9 & 10 (H) Feasibility Plan	(S) Jim Linfield, Cooley Goddard (P) Mason & Sheppard	Feasibility Plan Parts I & II (Industry & Market Analysis Competitive Analysis)
Wk 10 Mar 14-15	Corporate Venturing Sustainable Competitive Advantage	M-5	(P) Lucent Technologies	Mid-term Exam
21-Mar	Spring Break	No Class		
Wk 11 Mar 28-29	Entry Strategies Franchising, Purchasing Critical Success Factors	BZ-11 M-7	(P) Jim Sharpe (S) TBD	
Wk 12 Apr 4-5	Topic To Be Chosen by the Class			
Wk 13 Apr 11-12	Managing Growth Management Team, Communications Entrepreneurial Dream	BZ-13 M-6	(P) Crunch	
Wk 14 Apr 18-19	Harvest Selling Your Company, IPO's Your Connections Matter	BZ-14 M-8	(S) Bob Gill (P) US Labs	
Wk 15 Apr 25-26	Feasibility Plan Presentations			Feasibility Plan Parts I, II, & III (Revisions to I & II + Venture Analysis)

BZ: Bygrave & Zacharakis, The Portable MBA in Entrepreneurship

(M) Mullins, New Business Road Test

(P) Packet: Various cases and readings

(H) Hand-out

(S) Speaker