

MBAX 6100
Entrepreneurship and Small Business Management
Spring 2006
Course Outline

Week	Topics	Assignments To Be Completed Before Class		Deadlines
		Reading	Case Study/Speaker	
Wk 1 Jan 17	Nature of Entrepreneurship Role in Society, Reality and Myths Course Introduction			
Wk 2 Jan 23-24	Entrepreneurial Manager Mission, Personal Aspirations & Risk Propensity of Entrepreneurs Entrepreneur Interview	BZ-1 M-6 (H) Entrepreneur Interview	(P) Crunch	
Wk 3 Jan 30-31	Entry Strategies Franchising, Purchasing	BZ-11	(P) ICEDELIGHTS	
Wk 4 Feb 6-7	Opportunity Recognition My Opportunity & Will the Fish Bite Feasibility Plan	BZ-2 M-1 & 2 (H) Feasibility Plan	(P) Noodles (S) TBD	
Wk 5 Feb 13-14	Corporate Entrepreneurship Difference between Start-ups & Corporate Ventures Obstacles of Corp Entrepreneurship Is This a Good Market?	(P) Building Breakthrough Businesses (H) Understanding the Obstacles M-3		
Wk 6 Feb 20-21	Corporate Entrepreneurship Creativity & Innovation in Corporations Is This a Good Industry?	(P) Bringing Silicon Valley Inside (H) TBD M-4	(P) Emerging Business Opportunities at IBM	Entrepreneur Interview (be prepared to discuss in class)
Wk 7 Feb 27-28	Corporate Entrepreneurship You As an Intrapreneur Sustainable Competitive Advantage	BZ-3 (H) TBD M-5	(P) Lucent Technologies	

Wk 8 Mar 6-7	Funding Entrepreneurial Ventures Angels, Venture Capital	BZ-6	(S) Rob Kaufman, VC, Angel	Mid-term Exam
Wk 9 Mar 13-14	Funding Entrepreneurial Ventures Debt & Other Forms of Financing Deal Structure & Valuation	BZ-7	(S) Pat O'Brien (S) David Kendal	
Wk 10 Mar 20-21	Negotiate Term Sheets	(H) Term Sheets	(S) David Kendal and an attack of attorneys (H) Internet Commerce Co. case	
Mar 27-31	Spring Break	No Class		Feasibility Plan Parts I & II (Market Analysis & Competitive Analysis)
Wk 11 Apr 3-4	Other Resources Strategic Alliances External Assistance	BZ-8	(S) TBD	
Wk 12 Apr 10-11	Legal Issues: Intellectual Property Employee Agreements, Stock Options	BZ-9 & 10	(S) Jim Linfield, Cooley Godward (P) Mason & Sheppard	
Wk 13 Apr 20-21	Managing Growth Management Team, Communications Sport of Entrepreneurship Your Connections Matter	BZ-13 M-7 M-8		
Wk 14 Apr 24-24	Harvest Selling Your Company, IPO's	BZ-14	(S) Bob Gill (P) US Labs	
Wk 15 May 1-2	Feasibility Plan Presentations			Feasibility Plan Parts I, II, & III

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