

Course Name: TECHNOLOGY ENTREPRENEURSHIP – “HOW TO DESIGN A BEST-IN-CLASS COMPANY WITH A COMPETITIVE ADVANTAGE”

Course Number: EBGN 566

Quarter/Year: Autumn 2017

Meeting Place and Time: Wednesday 4:30 p.m. to 7:00 p.m.
Room: EH 211

Name of Professor: Randy S. Williams

Office Hours: By appointment

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Required Course Materials: Successful Business Plan: Secrets & Strategies (Successful Business Plan Secrets and Strategies) 6th Edition by Rhonda Abrams

Course Description, Overview or Outline: Each student will learn an organized approach to rapid design of a business with a sustainable competitive advantage based upon innovation(s) to the business model. That innovation(s) is discovered through an investigation of the existing business models and the competitive landscape including: suppliers, customers, competitors, substitutes and barriers to entry. Specific opportunities will be identified through investigation of the following: industry, market, and competition. Opportunities to create competitive advantages will be investigated through the design of strategies in: marketing, sales, operations, human capital, social responsibility, financing, corporate governance and technology. The course will be offered in a workshop atmosphere in which students are expected to apply and discuss the various aspects of business planning. The result is a written business plan and presentation to funding sources reflecting a sustainable competitive advantage and the creation of a defensible market.

Principal Content Elements (i.e., modules):

- Completed Business Plan Containing The Following Elements:
 - Executive Summary
 - Opportunity Analysis Of Competitive Landscape Including:
 - Industry Dynamics
 - Target Market
 - Competition
 - Strategic Position and Risk Analysis
 - Opportunities To Create Innovative Competitive Advantages In:
 - Marketing and Sales Plans and Strategies To Create A Defensible Market
 - Operational Design
 - Technology As A Tool For Innovating The Business Model
 - Milestones and Goals Design
 - Organization and Human Capital Strategy

- Community Involvement and Social Responsibility
- Financial Forecasts and Assumptions
- Corporate Governance and Government Regulation
- Oral Presentation of The Business Plan – Peer Reviewed

Learning Outcomes:

- Create a compelling, effective and useful business plan which can be used as a tool for starting a business and attracting investors, lenders, employees and vendors.
- Create an organized approach to the development of an ongoing tool for strategic management
- Prepare forecasted financial statements including: Balance Sheet, Income Statement, Cash-Flow Projection, and Sources & Uses of Funds
- Present a “5 – minute” oral presentation suitable for lenders and investors
- Create a Strategic Opportunity Analysis of the:
 - Industry
 - Target Market(s)
 - Competition
 - Strategic Position and Risk
- Design A Sustainable Competitive Advantage In:
 - Marketing Creation & Sales Strategy
 - Operations Design
 - Technology Innovation Of The Business Design
 - Organization As A Competitive Advantage
 - Role Of Social Responsibility In Market Creation And Competition
 - Milestones As Leadership Tools In The Competitive Landscape
 - Financial Assumptions Innovation

Students who anticipate being in one or more of the following positions should consider this course:

- Own a business or become a partner in a firm,
- Lend money to a business (i.e. a banker),
- Lead a business unit of a larger company,
- Make (or advise) investments in companies,
- Become an investment banker or business broker,
- Lead a business (either for-profit or not-for-profit), and/or
- Work in management consulting.

This course is fast paced, intense and fun! You will be drawing upon most of what you have learned in your other courses in order to fulfill your own vision and goals. Recent students have stated that this course was immediately useful in their careers. For example, students have written business plans for a new foreign division of a publicly traded corporation, obtained bank financing for a start-up, helped them get exciting management consulting jobs, been included in very large domestic start-ups, and contributed to the operational planning of the companies for which they currently work. We will talk about these success stories in class.

Class Schedule - Requirements, Assignments, Due Dates:

	Date	Topic	Required Reading
1	W-08/23/2017	1. Introduction and Overview 2. Learning Outcomes 3. Entrepreneurial thinking and creativity Company Description As An Opportunity	Chapters: 1, 2, & 21 Chapter 5
2	W-08/30/2017	Industry Analysis & Trends Opportunities Target Market Opportunities	Chapter 6 Chapter 7
3	W-09/06/2017	Target Market Opportunities	Chapter 7
4	W-09/13/2017	Competition Opportunities	Chapter 8
5	W-09/20/2017	Strategic Position & Risk Assessment	Chapter 9
6	W-09/27/2017	Market Creation	Chapter 10
7	W-10/04/2017	Sales Strategy and Sales Forecasts And Opportunities	Chapter 10
8	W-10/11/2017	Peer Review and Consulting	None
9	W-10/18/2017	Operations Design Opportunities	Chapter 11
10	W-10/25/2017	Technology Plan Design As A Disruptive Force	Chapter 12
11	W-11/01/2017	Management & Organization Design And Corporate Governance Opportunities	Chapter 13
12	W-11/08/2017	Community Involvement & Social Responsibility Program Design Opportunities Development, Milestones & Exit Plan Design Opportunities	Chapter 14 Chapter 15
13	W-11/15/2017	The Financials And Assumptions Opportunities	Chapter 16
14	W-12/06/2017	The Executive Summary and The Oral Presentation Format; How Much of My Company Do I Need To Give Up To Investors; Written Plan Format	Chapters: 4,17,18 &19
15	W-12/13 /2017	Oral Presentations Peer Reviewed	No Chapters
16	W-12/13/2017	Oral Presentations Peer Reviewed	Written Business Plans Due

Attendance policy: Regular class attendance is expected and is a major part of the participation grade. Missing more than **four** classes during the quarter is considered unsatisfactory. Your grade will be adjusted downward if your class attendance is unsatisfactory. Missing more than **six** classes will result in an **automatic failing grade** for the course. An attendance sheet will be passed around every class period. It is **your** responsibility to see that you record your attendance by signing the sheet **during** the class period.

If you miss a class, it is entirely **your** responsibility to determine what you have missed including any administrative announcements. Some of the material covered for assignments may not be in the recommended textbook or optional materials. Hence, you are urged to attend class regularly. An irregular attendance pattern can result in your grade being lowered for the quarter as indicated above. It is helpful if you keep the same seat for the entire quarter.

Assignments are due the Tuesday following the class in which the material was covered.

Class preparation and participation: Students are required to read and be prepared to discuss the Chapters outlined in the course schedule.

Examinations, schedule and policy: There will be no final examination for this course. Instead, students will be expected to submit a completed Business Plan at the beginning of the last class for the quarter. Oral presentations will be conducted in front of the class during the last regularly scheduled class for the quarter and during the designated final exam date. **ATTENDANCE AT THE ORAL EXAMINATIONS IS MANDATORY**

Grading structure:

The course grade will be determined as follows:

<u>Percent of Course Grade</u>	
Completed Business Plan:	30%
Class Assignments:	35%
Class Participation:	15%
Peer Consulting	5%
Oral Presentation of Business Plan	15%

The grading scale is as follows, minimum points required for grade in parentheses:

90.0-100% -----A

86.7-89.9-----B+

76.7-79.9-----C+

66.7-69.9-----D+

83.4-86.6-----B

73.4-76.6-----C

63.4-66.6-----D

00.0-59.9-----F

80.0-83.3-----B-

70.0-73.3-----C-

60.0-63.3-----D-