Instructor: Dr. Leo Simpson  
Office Hours: Tuesday/Thursday  2:30-3:30  Pigott 403  
Email: SimpsonL@seattleu.edu  
Class Meets: Tuesday/Thursday  3:45-5:50  Pigott 204

Overview:

This is a course about dreaming, ownership, and taking initiative. It is an integrative experience that brings together many of the pieces and parts of other aspects of your coursework at Seattle University. The focus is on entrepreneurship, or the fresh pursuit of creating new opportunities and resources for the development of those opportunities. Entrepreneurship is a mindset and a way of life. It combines an attitude and way of thinking about ownership with the assumption of the responsibilities necessary to make things happen. Entrepreneurship is pervasive and finds its way into an individual’s entire philosophy of life once the processes are understood.

The development of a business plan for new venture creation or growth places unique demands on students to think and act in a future sense—well beyond normal horizons of planning. No aspect of business planning or operation is more cross-disciplinary and integrated than entrepreneurship. As a result, students must be able to recall and utilize lessons learned in all functional areas of business in order to understand the dynamics of the entrepreneurial experience. This means being able to address the issues of development and growth of a business from all perspectives including the human resource, financial, marketing, operational, behavioral, legal, and other aspects of business operation. In today’s world, additional awareness of international and social issues in the creation and operation of businesses is equally important.

The centerpiece of this course is the actual creation by students of a comprehensive business plan for a business opportunity. The venture idea that serves as the basis of the plan must be creative and original with significant earnings potential and expandability. The plan must be of sufficient depth to be presented to a venture capitalist or some type of financier. The development of a business plan can be one of the most challenging but rewarding experiences in a student’s educational process. If you put your heart and soul into understanding the processes of entrepreneurship, developing the “right” attitude about ownership responsibilities, and developing a way of thinking that will be pervasive in all aspects of your life, this will be one of the most valuable developmental courses you have ever taken. On the other hand, if you try to do the minimum in pursuit of a grade and only meet requirements, you will not benefit as much from the experience and will have let an opportunity for growth go unfulfilled.
To provide you with the intellectual content necessary to be effective in developing a good plan, you will be exposed to a number of resources including frameworks, tools, and professional opinions regarding process and procedure. Our emphasis will be on the innovative aspects of conceptualizing, putting ideas into operational frameworks, and implementation of the planning aspects and details necessary to foresee potential opportunity recognition and accomplishment. You will be challenged to think creatively at a level you may not have experienced before, but to do so in ways that are functional, that reflect the realities of our current economic environment, that are based on sound analysis with quality data, and that are realistic in terms of a lifetime adventure in entrepreneurship. Whether or not you actually start the business you create during or after the quarter is irrelevant. However, the assumption made by the professor and by yourself should be that this is a venture you are going to start.

Course Objectives:

The course is designed to accomplish a lot of objectives over the next ten weeks. Upon completion of Management 479, you should be able to:

- Understand your own entrepreneurial potential and how you might utilize that potential
- Be able to approach challenges and opportunities from more of an entrepreneurial perspective than ever before
- Understand the entrepreneurial process and the many different applications of entrepreneurial thinking to various contexts
- Apply ideas and insights from all aspects of your background from multiple disciplines and functional areas to the process of creating a new venture
- Appreciate the requirements surrounding the creation and development of a new venture, the kinds of challenges experienced, and approaches to overcoming those challenges
- Investigate various opportunities for entrepreneurial growth to assess the potential of those opportunities
- Demonstrate competence in the utilization of analytical tools, methodologies, and frameworks useful in creating or analyzing a business plan
- Engage in insightful thought and creativity in addressing problems surrounding entrepreneurial initiatives to overcome those problems or find ways to diminish the negative effects.

Text and Resources

There is no text for the course. Materials needed for the class will be provided. Guest speakers will provide additional resources.
Attendance and Participation Policy
Due to team activities scheduled during class times, guest speakers, and discussions related to entrepreneurial development, attendance is required. It is not an option. Your grade may be reduced by up to one letter grade with excessive absence.

You are expected to come to class prepared, and play an active role in the discussions that take place during class periods. This means reading all assignments and preparing all materials required in advance. The issue is the quality of your contributions more than the quantity.

The course will involve some lecture, considerable discussion, and substantial interaction between students and the professor. The teaching style will mix theory and academic concepts with practical applications. Students will be challenged to understand new concepts and ideas, relate these ideas to other ideas, and then apply these concepts to real world entrepreneurial contexts.

Academic Integrity

Seattle University is committed to the principle that academic honesty and integrity are important values in the educational process. Academic dishonesty in any form is a serious offense against the academic community. Acts of academic dishonesty will be addressed according to the Seattle University Academic Honesty Policy. The policy can be found at the address below:
http://www.seattleu.edu/regis/Policies/Policy_2004-01.htm

If you are not sure whether a particular action is acceptable according to the Academic Honesty Policy, you should check with your instructor before engaging in it.

Disability

If you have, or think you may have, a disability (including an “invisible disability” such as a learning disability, a chronic health problem, or a mental health condition) that interferes with your performance as a student in this class, you are encouraged to arrange support services and/or accommodations through Disabilities Services staff in the Learning Center, Loyola 100 (206) 296-5740. Disability-based adjustments to course expectations can be arranged only through this process. I will make every possible accommodation for any student needing assistance providing each student notifies me in advance of what is needed.
Student Assessment/Evaluation

Weekly assignments—including special projects & portfolio 20%
Business Plan Oral Presentation/s 20%
Written Business Plan/s 60%

Rough Schedule for Topic Coverage by Week

Week 1  Orientation, General Coverage of Entrepreneurship and the Importance of Business Plans as an External and Internal Tool in Business Creation and Management
        Chapters 1, 2
Week 2  Continuation of topics from Week 1 above and Preliminary Issues in Business Plans
        Chapters 2, 3
Week 3  Central Factors to Consider When Getting Started on a Plan; Legal Issues,
        Chapter 4, Additional Readings
Week 4  Primary Concerns in the Structuring of a Business Plan—Choose the Correct Format Components of the Business Plan
        Additional Readings
Week 5  First Things First—Industry Analysis, Market Analysis
        Chapters 5, 6
Week 6  Developing a Marketing Plan and Management Team
        Chapters 7, 8
Week 7  Operations and Financial Planning
        Chapters 9, 10
Week 8  Team Preparation of the Business Plan—First Draft Due
Week 9  Team Development of Presentation and Final Draft of the Report
Week 10 Business Plan Presentation and Critique by Entrepreneurship Mentors