

**Penn State Great Valley**  
**Master of Business Administration**  
**BUSAD 522.301 - New Ventures II**  
**Spring II, 2006**

Instructor: <b>Chuck Thomas</b>	Session: <b>Spring II, 2006</b> ; Section: <b>522.301</b>
Telephone: <b>610.941.1033</b>	Class Hours: <b>3 credit hours</b>
Facsimile:	Days and Times: <b>T &amp; R 6:00 - 9:00 PM</b>
E-mail: <b>cjt12@psu.edu</b>	Office Hours: <b>5:00 - 6:00 PM</b>
Management Division Office: <b>610-648-3229</b>	Days and Times: <b>By Appointment</b>

**Course Overview Description:**

This course is designed to make the students knowledgeable of the fundamentals of managing a new business, as well as the legal and financial issues for a new or existing business. During the term of the course, the student will learn to implement management, legal and financial strategies for a new venture. Students will prepare and interpret legal and financial documents and reports. Each student will be provided case study materials which will be utilized in business plans, projections and presentations. The course will rely heavily on case studies, and students will be required to present and discuss specific case studies and prepare case study reports. The course involves class discussions, projects and presentations. Students will make a formal presentation at the end of the course.

**Prerequisites:**

Before enrolling in "New Ventures II (BUSAD 522), the student must have completed the following courses:

1. MGMT 501;
2. MIS 531; and
3. BUSAD 511 or BA 578

**Learning Objectives:**

After the completion of this course, students should be able to:

- Create strategies, business models and business plan for new ventures
- Understand growth, HR, & operations management issues
- Understand legal and financial issues & implement solutions for new ventures
- Prepare and interpret legal and financial documents and reports
- Utilize the aforementioned in business plans, projections and presentations

## **Measurement of Learning Objectives:**

Grading is comprised of Projects, Reports, Presentation and Class Participation. Your grade will be determined as follows:

Class (Case Study) Projects	35%
Class Participation	35%
Presentations & Reports	30%

Grading for class participation consists of attendance, preparation, and contribution.

Grading for the written work consists of: completeness of assignments; content; quantitative skills; writing skills; format and overall presentation.

## **Course Requirements:**

### **Required Material/Texts:**

1. Allen, Kathleen R., "Launching New Ventures, An Entrepreneurial Approach", Fourth Edition, Houghton Mifflin Company, New York, 2006
2. Hatten, Timothy S., "Small Business Management, Entrepreneurship and Beyond", Third Edition, Houghton Mifflin Company, New York, 2006

## **Course Topics:**

<b><u>Class</u></b>	<b><u>Date&amp;Day</u></b>	<b><u>Book&amp;Chapters</u></b>	<b><u>Topics</u></b>
1.	Mar 7 Tue	Hatten Ch 1-2 Hatten Ch 3	Introduction; Small Business Ownership Strategic Planning
2.	Mar 9 Thu	Allen Ch 3 Allen Ch 4	Recognizing and Creating Opportunity Developing a Business Model
3.	Mar 14 Tue	Hatten Ch 4 Allen Ch 9	The Business Plan The Business Plan
4.	Mar 16 Thu	Hatten Ch 15 Allen Ch 11	International Business Incorporating Ethics and Social Responsibility
5.	Mar 21 Tue	Hatten Ch 5-7 Allen Ch 12	Startup Options: Create, Buy, or Franchise Designing an Entrepreneurial Organization
6.	Mar 23 Thu	Hatten Ch 8, 10 Allen Ch 10	Managing Accounting, Finance & Legal Analyzing Legal Risks and Benefits
7.	Mar 28 Tue	Hatten Ch 16 Hatten Ch 17 Allen Ch 7	Managing the Business HR, Hiring & Development, Compensation The Founding Team

8.	Mar 30	Thu	Hatten Ch 18	Operations Management
9.	Apr 4	Tue	Hatten Ch 11 Allen Ch 5	Marketing: Strategy & Research Analyzing the Industry & Market
10.	Apr 6	Thu	Hatten Ch 12 Allen Ch 6	Product Management & Product Marketing Analyzing Product/Service Risks and Benefits
11.	Apr 11	Tue	Hatten Ch 13 Allen Ch 8	Location & Distribution Analyzing Startup Resources
12.	Apr 13	Thu	Hatten Ch 9 Allen Ch 15	Small Business Finance Funding a Startup Venture
13.	Apr 18	Thu	Allen Ch 16-18	Planning For and Funding Growth & Change
14.	Apr 20	Thu	-----	Class Presentations

### **Case Studies**

### **Source**

### **Title**

1.	Class 2	Allen p. 446	Linksys
2.	Class 3	Allen p. 402	Overnight Express
3.	Class 4	Allen p. 450	Finagle a Bagel
4.	Class 5	Allen p. 446	Linksys
5.	Class 5	Allen p. 450	Finagle a Bagel
6.	Class 6	Allen p. 410	Beanos Ice Cream Shoppe
7.	Class 6	Hatten p. 298	Knocking Off the SuperClip
8.	Class 7	Allen p. 402	Overnight Express
9.	Class 8	Hatten p. 245	The Pita Principle
10.	Class 9	Allen p. 432	iRobot
11.	Class 10	Allen p. 432	iRobot
12.	Class 11	Hatten p. 271	A CFO's Persistence Pays Off
13.	Class 12	Allen p. 423	Wizards of the Coast

### **Academic Integrity:**

*“Academic integrity is the pursuit of scholarly activity free from fraud and deception and is an educational objective of this institution. Academic dishonesty includes, but is not limited to, cheating, plagiarizing, fabrication of information or citations, facilitating acts of academic dishonesty by others, having unauthorized possession of examinations, submitting work of another person or work previously used without informing the instructor, or tampering with the academic work of other students. At the beginning of each course it is the responsibility of the instructor to provide a statement clarifying the application of the academic integrity to that course.” (1997-98 Polices and Rules, A handbook for students, p. 44)*

### **Disability Statement:**

*The Pennsylvania State University encourages qualified persons with disabilities to participate in its programs and activities. If you anticipate needing any type of accommodation or have questions about the physical access provided, please contact Kathy Mingioni at (610) 648-3315 in advance of your participation or visit.*

### **Emergency Closures:**

Listen to KYW 1060 AM radio for PSUGV snow code 2581, or call the PSUGV Emergency Closing Hotline (610) 648-3399 for a message regarding campus closings. We will not have class if the campus/building is closed. In the case of closings, class is usually rescheduled for later in the term.

### **Attendance:**

Class attendance is required. If a situation arises that would cause you to miss class, please notify the professor in advance. It is the student's responsibility to make arrangements regarding any missed materials or assignments.

### **Emergency Evacuation Exercises or Actual Emergency Events :**

Periodic fire/evacuation exercises are conducted in all occupied PSU Great Valley buildings. Every PSU Great Valley faculty, staff, and student is expected to exit the building and remain outside until the drill or actual event is completed. Drills are a safe opportunity to test the building emergency plan, insure that the fire alarm is working properly, and allows every employee a chance to experience the procedures.

### **Guidelines in the Event of a Drill or Emergency:**

- Please familiarize yourself with the emergency evacuation plan posted in each classroom.
- Do not use elevators. Use stairs.
- Fire doors close but do not lock or trap a person in an area.
- Should evacuation be necessary, go to the nearest exit or stairway and proceed to a pre-designated evacuation meeting area (150 feet away from building) outside the building. Stay with your instructor and class.
- Please do not leave the meeting area, return to your classroom, or go to your vehicle unless instructed to do so.