Instructor: John M. Muraski, MS, PMP  
Office: SAGE 2444  
Email: muraskij@uwosh.edu (Preferred Method)  
Phone: 920-424-3139  
Twitter: johnmuraski  
Class Meeting: Section 01: Tuesday (SAGE 1232) 6:00PM – 9:10pm  
Section 02: Thursday (SAGE 1232) 6:00PM – 9:10pm  
Office Hours: Tuesday & Thursday: 1000 – 1100. Wednesday by Appointment. Please contact me to arrange additional times if needed.  
Text:  
- Additional material will be made available on D2L.  

1. COURSE OVERVIEW  
This course will include a study of analytical and conceptual skills in entrepreneurship and new venture management. Exposure will be given to a variety of environments for entrepreneurial activity including new ventures created both inside and outside of existing corporations. Specific management skills for successful entrepreneurs will be examined.

2. COURSE OBJECTIVES  
The course is built around a number of core objectives. By the end of the semester, you should be able to:  
- Recognize the entrepreneurial potential within yourself and others in your environment;  
- Appreciate the role of entrepreneurship within society, at the level of the organization, and in your own personal life;  
- Understand the process nature of entrepreneurship, and ways to manage the process;  
- Identify the many ways in which entrepreneurship manifests itself, including start-up contexts, corporate contexts, social contexts, public sector contexts, and others;  
- Develop an appreciation for opportunity, how to recognize it, and how to evaluate it;  
- Appraise the nature of creative new business concepts that can be turned into sustainable business ventures;  
- Appreciate the ethical issues that are intimately intertwined with entrepreneurial activities.
3. **SPECIFIC GOALS:**

Specifically, students will be able to:

- **Assess** your decision to become an entrepreneur.
- **Evaluate** your own entrepreneurial tendencies.
- **Appraise** what it takes for a business idea to become successful.
- **Analyze** the process of moving an idea to an entrepreneurial firm.
- **Develop** an understanding of managing and growing an entrepreneurial firm.
- **Predict** the impact of internal and external environmental factors on managerial decision-making.
- **Interpret** market and industry research to identify new business opportunities.
- **Design** an ideal team of founders, advisors, and human resources.
- **Develop** and **analyze** a cash flow budget to identify problems and timing of cash infusion.
- **Identify** government regulations impacting a new business.
- **Evaluate** the legal forms of business ownership.
- **Identify** basic protections of intellectual property.
- **Incorporate** the components of product/service feasibility, industry/market feasibility, organizational feasibility, and financial feasibility into the new venture feasibility report.
- **Exhibit** team leadership and follower ship skills.
- **Use** effective verbal and written communication.
- **Assess** the need for change and flexibility in your decision-making.
- **Practice** networking and develop business relationships.

4. **COB ASSESSMENT GOALS**

These are the goals applicable for this course:

- **COB graduates** will demonstrate knowledge in the functional business areas.
- **COB graduates** will be able to apply basic ethical principles to business situations.
- **COB graduates** will demonstrate competency in Communication skills, including business writing.
- **COB graduates** will demonstrate competency in analysis and creative problem solving by using information and solving problems.
- **COB graduates** will demonstrate competency in Information technology skills including the use of computers to organize and analyze information.
5. Policies

A. Readiness for Class
   This course is a process-oriented, participatory class and therefore requires your
   preparation and participation. See the Class Attendance & Participation in the Grading
   Section.

B. Schedule / Syllabus Change
   As your instructor, I retain the right to make changes to the schedule or syllabus based
   on the timeline of the class, feedback from learners and / or logistical issues and will
   inform you as soon as a change is made.

C. Attendance Policy:
   Students are expected to be present for each scheduled class session. Students may be
   excused only in the following situations, and with acceptable documentation regarding
   same:
   • Death of an immediate family member (note from clergy or physician)
   • Medical care for pregnancy or serious illness (note from physician)
   • Participation in sanctioned UW-Oshkosh events (note from coach/advisor)
   • Government service, i.e. court appearance, jury or military duty

   Only under the above documented situations will make-up work be allowed.

D. Academic Misconduct:
   Academic misconduct will not be tolerated. All suspected incidents of academic
   misconduct will be considered using the university’s Student Discipline Code, Chapter
   14. As such, if I conclude that academic misconduct has occurred, I will proceed to
   impose a disciplinary sanction. Academic misconduct includes, but is not limited to, the
   following examples:
   • Submitting work as one’s own when all or a part of the work is that of another
     individual (i.e. plagiarism). One way to think of academic writing is that it generally
     asks you to effectively use what you have learned, while also giving credit to the
     specific place where it was learned. Whether from a book, magazine, or web site,
     you must properly cite (i.e. give credit) for the material that was considered and
     used when you prepared your writing.
   • Utilizing work that has been prepared for another course or for another purpose,
     and submitting that work to fulfill an assignment in this course
   • Cheating on a quiz or an exam
   • Collaborating with others on assigned individual work
   • Tampering with the work of another individual
E. **Electronic Devices**
   The use of laptops during class for purposes of note-taking (and only note-taking) is permissible. However, use of the internet and/or the university’s intranet/email during class hours is strictly prohibited. In addition, all electronic mobile devices (e.g. cell phones, PDA’s, etc.) must be silenced during class.

F. **Note Taking / Classroom Material**
   You are responsible for taking notes during class. I will try to have PowerPoint slides available on D2L 24-hours before class. I will not bring printouts of slides to class.

6. **Students with Disabilities**
   University of Wisconsin Oshkosh is committed to providing reasonable accommodation for students with disabilities. Please contact the Disability Services [Dean of Students Office, 125 Dempsey Hall, 424-3100 (Voice), 424-1319 (TTY)] for the University's accommodation request form and documentation requirements or visit their website at [http://www.uwosh.edu/dean/disabilities.htm](http://www.uwosh.edu/dean/disabilities.htm). Information related to an individual’s accommodation request and/or arrangements will be confidential and will be shared with relevant University personnel or offices on a need to know basis.

7. **Written Work Expectations**
   Following the COB learning goal of effective communications, all written work must be completed and submitted in professional style, and follow basic principles of effective written communication. As any potential investor (or employer) would expect, all written work should be neat, well organized, clearly written, and free from grammatical and/or typographical errors. In other words, grammar, spelling and formatting will count as part of the grade on all written assignments.

   All writers benefit from talking with engaged, interested readers about their work. All UW Oshkosh students are eligible for one-on-one conferencing at the Writing Center. Their free, confidential tutoring is designed to help writers work through assignments and gain additional writing skills. Trained peer consultants can assist writers at any stage of the composition process, from brainstorming for topics to fine-tuning a final draft. They help writers with issues like grammar and mechanics by helping them identify their own patterns of error and learning how to avoid those errors. Please check their Web site for more information about their services (http://www.uwosh.edu/wcenter). The Writing Center is located in Suite 102 of the Student Success Center, across from Reeve and Polk on Elmwood Ave.
8. Grading / Assessment

<table>
<thead>
<tr>
<th>Assessment</th>
<th>Category</th>
<th>Points</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elevator Pitch</td>
<td>Individual</td>
<td>100</td>
<td>10%</td>
</tr>
<tr>
<td>Entrepreneur Interview</td>
<td>1 or 2 Individuals</td>
<td>100</td>
<td>10%</td>
</tr>
<tr>
<td>Feasibility Analysis</td>
<td>Team</td>
<td>100</td>
<td>10%</td>
</tr>
<tr>
<td>Midterm Exam</td>
<td>Individual</td>
<td>100</td>
<td>10%</td>
</tr>
<tr>
<td>Business Plan Written</td>
<td>Team</td>
<td>200</td>
<td>20%</td>
</tr>
<tr>
<td>Business Plan Presentation</td>
<td>Team</td>
<td>200</td>
<td>20%</td>
</tr>
<tr>
<td>Shark Tank Investor</td>
<td>Team</td>
<td>50</td>
<td>05%</td>
</tr>
<tr>
<td>Final Exam</td>
<td>Individual</td>
<td>100</td>
<td>10%</td>
</tr>
<tr>
<td>Class Attendance &amp; Participation</td>
<td>Individual</td>
<td>50</td>
<td>05%</td>
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Note: Failure to complete any portion of the class will result in a failing grade for the course!

9. Grading Scale

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
<th>Points</th>
<th>C</th>
<th>Percentage</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>93.0 – 100</td>
<td>930 – 1000</td>
<td>C</td>
<td>73.0 – 76.99</td>
<td>730 – 769.9</td>
</tr>
<tr>
<td>A-</td>
<td>90.0 – 92.99</td>
<td>900 – 929.9</td>
<td>C-</td>
<td>70.0 – 72.99</td>
<td>700 – 729.9</td>
</tr>
<tr>
<td>B+</td>
<td>87.0 – 89.99</td>
<td>870 – 899.9</td>
<td>D+</td>
<td>67.0 – 69.99</td>
<td>670 – 699.9</td>
</tr>
<tr>
<td>B</td>
<td>83.0 – 86.99</td>
<td>830 – 869.9</td>
<td>D</td>
<td>63.0 – 66.99</td>
<td>630 – 669.9</td>
</tr>
<tr>
<td>B-</td>
<td>80.0 – 82.99</td>
<td>800 – 829.9</td>
<td>D-</td>
<td>60.0 – 62.99</td>
<td>600 – 629.9</td>
</tr>
<tr>
<td>C+</td>
<td>77.0 – 79.99</td>
<td>770 – 799.9</td>
<td>F</td>
<td>00.0 – 59.99</td>
<td>0 – 599.9</td>
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</table>

10. Grading / Assessment Overview

See D2L for objectives and specific deliverable for each of these assessments.

A. Elevator Pitch (100 Points | 10%)

Elevator pitches are an important part of all business, particularly entrepreneurship. You never know when you will meet someone with information, contacts, and resources that will help you achieve an important goal. Therefore, you should always have a persuasive, one-three minute answer to questions such as “What are you working on?” or “What business are you in?” More details will be listed in D2L.

• Individually, you will present your top entrepreneurial opportunity to the class as an elevator pitch.
• You will be evaluated on the effectiveness of your delivery and the quality of your idea.
• Only high-quality ideas will be eligible to become semester Business Plan projects.
• This be a verbal presentation only.
B. **Interview of Entrepreneur** (100 Points | 10%)

Students will individually, or with one partner, interview an entrepreneur of his/her choice. My goal is to provide you with insights about entrepreneurship that cannot be obtained from classroom experience alone. We will develop a list of questions for you to ask during the interview. Use this as a foundation for your interview, but do not be hindered by it. You may find that your conversation goes beyond some of these basic questions. Your paper will be a summary of the interview, and an analysis of what you have learned. More details are listed in D2L.

C. **Feasibility Analysis** (100 Points | 10%)

Some businesses never had a chance at profitability. However, the entrepreneur plowed through without conducting a feasibility analysis to determine the favorability of the environment and the availability of needed resources. In this class, however, your team will subject your top idea to a feasibility analysis in which you collect information to help you determine whether or not the business opportunity should be pursued. More details will be listed in D2L.

- You will present your feasibility analysis to the class and outside guests. A written copy of your analysis should also be handed in at the time of the presentation.
- The feasibility analysis has four major sections: concept / product, Industry / competitor, organizational, and financial.

D. **Midterm Exam** (100 Points | 10%)

Midterm covering all topics up to exam date. Material will include questions from in-class videos, lecture, discussion, and reading assignments. Questions will be true/false, short answer or multiple choice. The purpose of test is not to trick students but to ensure active involvement with class and material.

E. **Business Plan Written** (200 Points | 20%)

Teams will work together over the term to write a business plan and create a final presentation. The team goal is to produce a final plan and presentation that you would be proud to present to a venture capitalist, a banker, or private investor. When presenting, you should assume that you are meeting with a potential investor. Therefore, the business plan presentation should be a persuasive effort to describe your business as a compelling investment opportunity. We will discuss business plan format and presentation guidelines in detail in class. More details will be listed in D2L.

F. **Business Plan Presentation** (200 Points | 20%)

See above.
G. **Shark Tank Participation** (50 Points | 5%)

Each group will be assigned to participate with me as Sharks during one other group's presentation. Individually, you will be graded based on your questions, assessment and analysis of the presentation. Each team member will be responsible for asking 1-2 questions during the presentation. After the presentation, each individual will provide a 1-3 minute overview of your thoughts and assessment of the business plan.

H. **Final Exam** (100 Points | 10%)

Final Exam will cover all topics after Midterm. Final is NOT comprehensive. Material will include questions from in-class videos, lecture, discussion, and reading assignments. Questions will be true/false or multiple choice. The purpose of test is not to trick students but to ensure active involvement with class and material.

I. **Class Attendance & Participation** (50 Points | 5%)

You are expected to attend each class on time with the assigned reading completed. Although I allow for two days of discussion for some chapters, you need to finish reading the chapter before the first day it is listed in the syllabus. This course is a process-oriented, participatory class and therefore requires your preparation and participation.

Pay particular attention to the examples, cases, “What Went Wrong?” boxes, and applications and make linkages between the concepts from the text. In addition, jot down any personal examples that you have encountered that remind you of a particular topic or concept discussed, such as a relative’s business, a current event, or even a fictional example from film or television. You will be better prepared to participate in class if you jot down these ideas and bring them to class.

You must have these prepared before class.

- You will receive three (3) points for a question and one (1) point for sharing what and why you found something interesting.
- You can earn a maximum of 6 points per class and 50 points for the semester.
- These will be handed in at the end of each class.
## 11. Schedule (Subject to Change)

### Part 1: Decision to Become an Entrepreneur and Developing Successful Business Ideas

<table>
<thead>
<tr>
<th>Week 1</th>
<th>Introduction to Course / Role of Entrepreneurship / What makes an Entrepreneur</th>
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| 9/8 & 9/15 (Section 2) 9/13 (Section 1) | Read Chapter 1  
- **Share & Submit**: Chapter questions/observations/comments |

<table>
<thead>
<tr>
<th>Week 2</th>
<th>Recognizing Opportunities and Generating Ideas</th>
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</table>
| 9/20 (Section 1) 9/22 (Section 2) | Read Chapter 2 and Elevator Speech on p. 322 – 324.  
- **Share & Submit**: Chapter questions/observations/comments  
- Form Teams of 4  
- **GUEST SPEAKER**: Entrepreneur Round-Table |

<table>
<thead>
<tr>
<th>Week 3</th>
<th>Feasibility Analysis</th>
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| 9/27 (Section 1) 9/29 (Section 2) | Read Chapter 3  
- **Share & Submit**: Chapter questions/observations/comments  
- **Assessment**: Individually, present Elevator Speech |

<table>
<thead>
<tr>
<th>Week 4</th>
<th>Writing a Business Plan</th>
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</table>
| 10/4 (Section 1) 10/6 (Section 2) | Read Chapter 4  
- **Share & Submit**: Chapter questions/observations/comments  
- **GUEST SPEAKER**: Business Plans, importance and overview of competitions |

<table>
<thead>
<tr>
<th>Week 5</th>
<th>Team Presentation of Feasibility Analysis</th>
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<tr>
<td>10/11 (Section 1) 10/13 (Section 2)</td>
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</table>
- **Assessment**: Team Presentation of the Feasibility Analysis – Hand in written analysis |

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<thead>
<tr>
<th>Week 6</th>
<th>Industry and Competitor Analysis</th>
<th>Developing an Effective Business Model</th>
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</table>
| 10/18 (Section 1) 10/20 (Section 2) | Read Chapter 5 & 6  
- **Share & Submit**: Chapter questions/observations/comments |

### Part 2: Moving from an Idea to an Entrepreneurial Firm

<table>
<thead>
<tr>
<th>Week 7</th>
<th>Midterm</th>
<th>Preparing a Proper Ethical and Legal Foundation</th>
</tr>
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</table>
| 10/25 (Section 1) 10/27 (Section 2) | Read Chapter 7  
- **Share & Submit**: Chapter questions/observations/comments  
- **Assessment**: Midterm Exam  
- **GUEST SPEAKER**: Legal Aspects of Starting a company |
<table>
<thead>
<tr>
<th>Week 8</th>
<th>Assessing a New Venture’s Financial Strength and Viability</th>
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<tbody>
<tr>
<td>11/1 (Section 1)</td>
<td>Read Chapter 8</td>
</tr>
<tr>
<td>11/3 (Section 2)</td>
<td>Share &amp; Submit: Chapter questions/observations/comments</td>
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<tr>
<th>Week 9</th>
<th>Building a New-Venture Team</th>
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<tr>
<td>11/8 (Section 1)</td>
<td>Read Chapter 9</td>
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<tr>
<td>11/10 (Section 2)</td>
<td>Share &amp; Submit: Chapter questions/observations/comments</td>
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<tr>
<th>Week 10</th>
<th>Getting Funding or Financing</th>
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<tbody>
<tr>
<td>11/15 (Section 1)</td>
<td>Read Chapter 10</td>
</tr>
<tr>
<td>11/17 (Section 2)</td>
<td>Share &amp; Submit: Chapter questions/observations/comments</td>
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</tbody>
</table>

- **Assessment**: Interview of an Entrepreneur DUE in Dropbox by 5:59PM on the night of your class.
- **GUEST SPEAKER**: Getting funding and financing from venture capitalist, angel investor or banking representative

<table>
<thead>
<tr>
<th>Week 11</th>
<th>Unique Marketing Issues</th>
</tr>
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<tbody>
<tr>
<td>11/22 (Section 1)</td>
<td>Read Chapter 11</td>
</tr>
<tr>
<td>12/1 (Section 2)</td>
<td>Share &amp; Submit: Chapter questions/observations/comments</td>
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- **GUEST SPEAKER**: Marketing for new ventures

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<thead>
<tr>
<th>Week 12</th>
<th>Business Plan Presentation</th>
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<tbody>
<tr>
<td>11/29 (Section 1)</td>
<td>Assessment: Written Business Plan and Presentation DUE!</td>
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<td>Assessment: Shark Tank Investor Panel (one group will be the Sharks for another groups presentation)</td>
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<tr>
<th>Week 13</th>
<th>Business Plan Presentation</th>
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<tbody>
<tr>
<td>12/6 (Section 1)</td>
<td>Assessment: Written Business Plan and Presentation DUE!</td>
</tr>
<tr>
<td>12/8 (Section 2)</td>
<td>Assessment: Shark Tank Investor Panel (one group will be the Sharks for another groups presentation)</td>
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<tr>
<th>Week 14</th>
<th>Class Wrap-up / Final Exam</th>
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<tbody>
<tr>
<td>12/13 (Section 1)</td>
<td>Assessment: Final Exam</td>
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<tr>
<td>12/15 (Section 2)</td>
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