
Course Description:
This is a case-based course focusing on the start-up and ongoing management of a small business enterprise. Students will use multidisciplinary business skills to identify, analyze, and execute practical management solutions to the various problems and opportunities that small business enterprises face. Major topics of study include business plan development, business capitalization, organizational structures, strategic planning from a resource-based perspective, transition planning for the corporate entity, organizational leadership, and managerial decision-making. Students successfully completing this course will be able to 1) identify and comprehend complex, small business related issues and problems, 2) collect and use evidence to effectively analyze and resolve relevant small firm issues and problems, 3) develop industry/company specific enterprise start-up plans, and 4) demonstrate enhanced critical thinking, communication, and teamwork skills.

Course Objectives:
Upon completion of this course, students will:
1. Understand what entrepreneurship is and the important role small businesses play in the national economy.
2. Know how to research and analyze ideas for entrepreneurial ventures;
3. Know and understand the various components of a business plan;
4. Know the three major ways to organize a business legally and the benefits and drawbacks of each of the six forms of business organization;
5. Know different ways to measure and evaluate performance of both processes and people;
6. Be able to develop a business plan.

Course Outline:
Students will complete a total of four online assignments designed to meet the stated objectives of the course.

Entrepreneurs and the Context in Which They Work
Researching, Planning, Organizing, and Launching the Venture
Managing Processes, People, and the Challenges of Entrepreneurial Ventures
Writing the Business Plan
Assignment Due Dates:
September 5, 2014
September 19, 2014
October 3, 2014
October 17, 2014

GRADING SCALE:
100 – 95 = A
94 – 90 = A-
89 – 87 = B+
86 – 84 = B
83 – 80 = B-
79 – 77 = C+
76 – 74 = C
73 – 70 = C-
69 – 67 = D+
66 – 64 = D
63 – 60 = D-
59 & below = F

Academic Integrity:
The Doane College Academic Integrity Policy will be adhered to in this class. All projects and tests will represent your own work. Any use of others’ ideas and words without proper citation of sources is plagiarism and will result in penalties to be determined by the instructor and/or the dean of graduate studies.