

Loyola University
Quinlan School of Business
Management Department
ENTR 390: Entrepreneurship Strategies
12/5/13

Instructor: L. Gingerella, Clinical Professor Entrepreneurial Studies
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Note: Most questions, concerns, and issues can be handled through e-mail. Should a personal meeting be required, we can arrange an appointment. Refer to Sakai for presentations, notes, assignments, etc.

Required Text:

- K.R. Allen, Entrepreneurship: Launching New Ventures, 6th ed, CENGAGE Pub
- ISBN-10: 0-538-48179-X
- ISBN-13: 978-0-538-48179-3

Additional Readings: Handouts provided in class

- Blue Ocean Marketing: Kim
- Business Models: Morris
- Case Studies: TBD

Required Technology:

Laptop computers are **strongly encouraged** for note taking, research, and in-classroom real-time lab assignments. A USB Travel Drive is required for in class PowerPoint report-out presentations.

Course Overview:

The course introduces the strategic entrepreneurship process of venture development, risk-taking, planning, and launching a new business venture. Students are immersed into the entrepreneurial environment and the problems and challenges inherent in starting and launching a new venture. Students assess the potential of a new business concept by studying the characteristics of successful new ventures and the various strategies used to research, structure and finance the venture. Learning activities will include: reading assignments, lecture, interactive discussion, case study analysis, team-based new venture financial testing and business plan development. Additionally, the course will bridge differences between corporate entrepreneurship and new venture entrepreneurship with focus on application of common financial testing tools. The course is intended to provide students with real world insights into the opportunities and challenges of entrepreneurship.

Course Description: This course prepares students for entry into the real business world either as a corporate entrepreneur or a new venture entrepreneur. Regardless of a

student's career direction, the course will provide the necessary cutting-edge insights regarding the research and quantification of innovation and life cycle management issues. Course knowledge and skills will be presented through lecture, research, exercise and real world business issue simulation activities. A combination of individual activities and team activities will provide the experiential context for business insights. Specific learning objectives are:

- Demonstrate an understanding of the importance of core business operational areas and their systemic working relationship.
- Demonstrate the application of internal and external environment factors to determine how they impact the business life cycle.
- Analyze business opportunities as an entrepreneur by quantifying ideas through secondary and primary research.
- Demonstrate an understanding of common reasons for business failure and appropriate corrective strategies.
- Demonstrate an understanding of operational, marketing & distribution new business strategies.
- Demonstrate the application of primary & secondary research to determine market demand supported by trends.
- Demonstrate the application of primary components of a comprehensive business plan.
- Develop problem-solving and critical thinking skills through case analyses, experiential exercises, and team based project application.
- Develop effective communication skills through in-class presentations, discussions, and team project work.
- Demonstrate an understanding of the new venture planning process through the development of a business case financial test and development of a comprehensive business plan.

Instructional Format:

To accommodate the course weekly three-part (M-W-F) format the following instructional model will be used:

- Monday: Lecture, discussion and student report-outs
- Wednesday: Lecture, discussion, case analysis, student report-outs
- Friday: Lab and/or lecture and student report-outs

Course content will be presented and enriched through lecture, interactive discussion, team project development, research and student report-outs. The course will immerse learners into various business situations to transform theories into practical actions and explore lessons learned through experiences. All students will have the opportunity to present assignments. Students will demonstrate an understanding of the systemic relationship between market rules and the business model.

Academic Dishonesty

All forms of academic dishonesty are prohibited. This includes:

- Plagiarism - the use of materials from books, notes, and other sources in the student's written work without due credit to the sources used, and is presented as the student's original intellectual material.

- Cheating - the copying or sharing of test information/answers, copying of assignments, reports, term papers, team projects, etc.

Plagiarism or cheating could result in automatic course failure (grade F) and possible school disciplinary action.

Course Performance Requirements:

Student performance will be measured (graded) across four dimensions:

Individual

- #1: Individual Written Assignments (6) assigned in class
- #2: Midterm exam & Final Exam
Exam content will reference lecture, text, PP's, & handout materials.
- #3 : Class attendance & participation (Refer to the attendance & participation policy section)

Team

- #4: Team Project:
 - Business Case Financial Test: The “Business Case Financial Test” includes the research and identification of start-up capital requirements, operational financial burn rate & additional working capital required to breakeven.
 - Investor Presentation: Teams will make a 5-minute investor presentation
 - Business Plan: The recognition of a viable business opportunity and the development of an executable plan are fundamental to entrepreneurship. Regardless if you work in an established business, the ability to identify, research and quantify ideas through a comprehensive planning process enhances the potential for success.

Grade Criteria:

- Individual Assignments:
 - Written assignments (6) 300 points (50 points ea)
 - Test
 - Midterm 150 points
 - Final 150 points
 - Class Attendance & Participation 50 points
(Attendance is mandatory and will be recorded)
 - Team Project
 - Business Case Financial Test 75 points
 - Investor Presentation 50 points
 - Business Plan 225 points
- Total Points: 1000 points

Grade scale

A	1000-950	C+	766-723
A-	949-900	C	722-700
B+	899-833	C-	699-667
B	832-800	D+	666-633
B-	799-767	D	632-600
		F	Below 600

Attendance & Participation Policy:

Attendance is required. Your contribution is an important part of the learning experience gained by each of your peers. Absence means you are taking away from the class dynamic and evolving culture of the class. **You are allowed a maximum of three unexcused absences. Additional missed classes will result in a 10-point per class missed grade point reduction. Late class arrival (10 minutes +) will be counted as absent.** Additionally, the degree of prepared insight and opinion regarding assigned topics will be used to measure class prep and participation.

Class Conduct: This class will be conducted as an adult learning experience. The classroom will be considered a safe learning environment for intellectual debate, disagreement, and personal opinion. Respect must be given to all individual presentations and opinions, regardless of agreement or disagreement.

INSTRUCTOR BIO: Leonard F. Gingerella

Len Gingerella has over 30 years executive leadership experience including division president and executive positions within fortune 500 companies. His career spans large international companies to successful technology start-ups. In addition, Len's entrepreneurial experience includes the founding, growing and subsequent selling of a multi-million dollar management consulting firm to a NYSE company as well as mentoring several new successful start-ups.

Len holds an MS degree in Business Administration from Central Michigan University. He has authored numerous published articles, is an Angel Investor, Advisory Council Chairman at Lawrence Technological University, and most recently, held the position of Entrepreneur-in-Residence at DePaul University.