Instructor:  Professor Raji Srinivasan, Tel (512) 471-5441  
Email: raji.srinivasan@mccombs.utexas.edu  
Office: CBA 7.248 (7th floor of CBA North)

Meetings:  Monday, Wednesday: 300 pm to 500 pm  
GSB 5.163

Teaching Assistant:  To be announced.

Office Hours:  Wednesday: 500 pm – 600 pm. Email is a good way to reach me.

Course Pack:  An online course pack is available on the Harvard Business School Publishing website at the following link below. Please sign up and register as a student on the website and then obtain a copy on the website at the earliest.

http://cb.hbsp.harvard.edu/cbmp/access/57124624

Admin detail:  The use of cell phones in class is forbidden. The use of laptops is also strongly discouraged to ensure that students can uni-task and focus on the learning in the classroom. In some class sessions, we will use laptops for class work.

Course Objectives

• To cultivate the foundational marketing skills needed to do marketing and general management tasks in entrepreneurial settings, specifically new ventures.
• To get exposure to cutting-edge marketing tools and concepts that have been developed by academics and practitioners.
*To hone oral and written communication skills necessary for any effective leader to market to various colleagues and stakeholders.

Course materials and organization

The class’s pedagogy will include a combination of lectures, presentations, discussions of real-world business examples, cases, and a simulation.

The course will use state-of-the-art readings from Harvard Business School Publishing on key concepts related to the course. Note that you will be tested on the key concepts in the
assigned readings in the closed-book final exam, so you are strongly encouraged to read the readings prior to the class day on which they will be discussed in class.

When additional materials are required for class discussion or case preparation, they will be posted on the course website on Canvas.

**Class Assessment**

<table>
<thead>
<tr>
<th>Component</th>
<th>Weight</th>
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</thead>
<tbody>
<tr>
<td>Individual class participation</td>
<td>20%</td>
</tr>
<tr>
<td>Individual case reports (10, 10)</td>
<td>20%</td>
</tr>
<tr>
<td>Group in-class business simulation</td>
<td>5%</td>
</tr>
<tr>
<td>Two business plan presentations (10, 20)</td>
<td>30%</td>
</tr>
<tr>
<td>Closed book final exam</td>
<td>25%</td>
</tr>
</tbody>
</table>

| Total                                        | 100%   |

**Deliverables**

**Individual Case Reports**

There will be two individually written assignments based on cases. Case questions will be posted on Canvas and the assignments have to be submitted on Canvas.

Individual case reports should be no more than three pages in length of written text and must include quantitative analysis of the case which must be presented as Tables, Figures and Charts. Additional pages for Tables and Charts.

Late assignments will not be accepted as will be discussing the cases in class.

**Group Business Plan**

You will need to form groups (3-4 students) to develop a business plan for a new venture idea. The deliverables for the project will be two group presentations over the semester. All students must present. More details will be provided in class.

**In-class Group Business Simulation**

We will have an in-class group (online) business simulation for a new venture for which you have to submit a written debrief of the simulation.

**Class Participation**

Class participation will be recorded during the course of each class period. You are strongly encouraged to participate in class.

A substantial benefit of this course will depend on the extent to which you participate and share your viewpoints with others in the class.

Class participation will be graded using the following guidelines:

3 points = Outstanding comment, challenge, or rebuttal, standing alone
2 points = Good comment or rebuttal
1 points = Present, not participating, or fair, unenlightening comment
-1 point = Not prepared to comment, not on time for class without prior notification
-2 point = Unexcused absence from class

Final Exam

There will be an in-class individual closed book final exam. The purpose of this final exam is to test your learning on the various concepts and their applications to real-life situations. Additional details will be provided in class.

Conscientiousness

Conscientiousness is being thorough, diligent, timely, careful, and paying attention to detail. Personal elements of conscientiousness include self-discipline, carefulness, organization, and deliberation, some aspects of what has traditionally been called “character.”

The University of Texas at Austin Honor Code

The core values of The University of Texas at Austin are learning, discovery, freedom, leadership, individual opportunity, and responsibility. Each member of the University is expected to uphold these values through integrity, honesty, trust, fairness, and respect toward peers and community.

Accommodations for Students with Disabilities

The University of Texas at Austin provides upon request appropriate academic accommodations for qualified students with disabilities. For more information, contact the Office of the Dean of Students at 512-471-6259, 512-471-4641 TTY.

Student Privacy

Password-protected class sites will be available for all accredited courses taught at The University. Syllabi, handouts, assignments and other resources are types of information that may be available within these sites. Site activities could include exchanging e-mail, engaging in class discussions and chats, and exchanging files. In addition, class e-mail rosters will be a component of the sites. Students who do not want their names included in these electronic class rosters must restrict their directory information in the Office of the Registrar, Main Building, Room1. For information on restricting directory information see: http://www.utexas.edu/student/registrar/catalogs/gi02-03/app/appc09.html.