Course Objectives:
1. To practice entrepreneurial problem solving using all business disciplines
2. To identify means to create a successful marketing program on a limited budget
3. To gain experience using analytics and forecasts to determine business direction
4. To improve skills in oral communication and plan development

Assigned Materials
“Like a Virgin” – by Richard Branson
“The Innovation Secrets of Steve Jobs” – by Carmine Gallo
"Work Rules" -- by Laslo Bock
"Elon Musk" -- by Ashlee Vance
"Disciplined Entrepreneurship" -- by Bill Aulet

All books are available at the Co-Op, from Amazon, other book stores, or on the Kindle.

Grading
- Team Project 20%
- Book Test 20%
- Class Participation (includes smaller projects) 30%
- Final Proposal Presentation 30%

Class participation grades will be determined based upon: quality and insight of participation, quantity of participation, and class attendance. Failure to attend and participate in the discussions will result in bad things happening to your grade. Class
participation is not about being right or wrong; it is about showing thought and insight and applying what you have learned. Class participation will include the results of smaller projects.

The Final Proposal Presentation will consist of a video presentation describing the business in attempt to generate interest in investing in the business. Students will have the choice of developing a proposal individually, or participating in a team developed proposal. The grading expectations for team developed proposals will be higher. The grading is based on quality of effort, effective analysis, creativity, realism, and quality of presentation. This grading is, by nature, subjective. The real value is going through the process and not in the grade received.

Each graded item will be given a number grade from 0 to the maximum for each specific task (20, 30 or 50). The final grade will be determined by adding the individual grades together, then applying the normal grading scale: 92+="A", 90-91="A-", 88-89="B+", 82-88="B", etc.

Course Schedule

1. Introduction 1/18
   a. Discussion of class functioning and objectives
   b. How it all fits together
   c. Meeting class members

2. Ethics and Business 1/23
   a. Lakeside Case #9-902-104
   b. Ethical decisions are not always clear.
   c. Short film “John”
   d. The slippery slope
   e. Individual ethics
   f. Why is it so hard?

3. The Proposal Presentation 1/25
   a. The proposal presentation
   b. Proposal questions
   c. Team selection
4. Business Analysis  1/30
   a. How to “Mystery Shop” a business
   b. Offering observations
   c. Marketing observations
   d. Service observations
   e. Efficiency observations
   f. Conclusions
   g. Team Presentation Assignment.

5. Creating a Marketing Plan  2/1
   a. Review of an actual marketing plan.
   b. How to develop the marketing plan.
   c. Assignment for class #6.

6. Review of specific business marketing  2/6
   a. Teams present business marketing observations.

7. Test  2/8
   a. Test over the book “Disciplined Entrepreneurship”

8. Book Discussion  2/13
   a. Discussion of the book “Disciplined Entrepreneurship”.
   b. What does this mean for the entrepreneur?

9. Innovation  2/15
   b. Implications of the book to entrepreneurs
   c. Implications of the book to big businesses.

10. Major Technology Development.  2/20
    a. Discussion of the book "Elon Musk".
    b. Risk taking in entrepreneurship
    c. Comparisons of Steve Jobs and Elon Musk
    d. Assignment for class #11. “out of the box” technologies.

11. Team presentation of future ideas.  2/22
    a. Teams present their “out of the box” ideas for new technologies.
    b. Business concept assignment for class #20.

12. Team Work sessions  2/27
    a. Teams work on presentations
13. Team Work Sessions  3/1
   a. Teams work on presentations

14. "Like a Virgin” review  3/6
   b. The importance of customer service
   c. Assignment for class #22. quality review of specified business.

   a. Each proposer presents their business concept to the instructors
   b. Instructors will discuss and make recommendations.

16. Spring Break  3/13

17. Spring Break  3/15

18. Creating a Vibrant Business.  3/20
   a. Discussion of the book "Work Rules".
   b. How does the Google environment help achieve success?
   c. Contrast and compare the Google work environment to typical businesses.

19. The Offering  3/22
   a. Bringing together the ideas from the books
   b. Consideration of factors that can make a differentiated offering

20. Financials  3/27
   a. Financial statements for proposals
   b. Capital considerations

   a. Videos of business leaders discussing their business
   b. Discussion of videos

22. Business From Business Leaders  2  4/3
   a. Videos of business leaders discussing their business
   b. Discussion of videos

23. Team New Business Reviews  4/5
   a. Each team presents the results of their review of a new business

24. Team New Business Reviews  4/10
   a. Each team presents the results of their review of a new business
25. Team New Business Reviews 4/12
   a. Each team presents the results of their review of a new business

26. Team New Business Reviews 4/17
   a. Each team presents the results of their review of a new business

27. Proposal Questions 4/19
   a. Instructors deliver questions on the proposals
   b. Proposers can ask for clarification.

28. Proposal Questions 4/24
   a. Instructors deliver questions on the proposals
   b. Proposers can ask for clarification.

29. Proposal Questions 4/26
   a. Instructors deliver questions on the proposals
   b. Proposers can ask for clarification.

30. Starting, Buying, Franchising a Business 5/1
   a. Issues related to starting a business
   b. Comparison to issues related to buying a business
   c. Comparison to issues related to franchising a business

31. Summary and Discussion 5/3
   a. Discussion of lessons learned and advice on application in the future.
   b. Closing comments.

IMPORTANT DATES:
One Page Business Concept 3/27
Team Presentations 4/5, 4/10, 4/12, 4/17
Proposals Due 4/18 1:00
Proposal Questions. 4/19, 4/24, 4/26

University-Mandated Syllabus Disclosures

Important Notifications

Students with Disabilities
Students with disabilities may request appropriate academic accommodations from the Division of Diversity and Community Engagement, Services for Students with Disabilities, 512-471-6259, http://diversity.utexas.edu/disability/.
Religious Holy Days
By UT Austin policy, you must notify me of your pending absence at least fourteen days prior to the date of observance of a religious holy day. If you must miss a class, an examination, a work assignment, or a project in order to observe a religious holy day, you will be given an opportunity to complete the missed work within a reasonable time after the absence.

Policy on Scholastic Dishonesty
The McCombs School of Business has no tolerance for acts of scholastic dishonesty. The responsibilities of both students and faculty with regard to scholastic dishonesty are described in detail in the BBA Program’s Statement on Scholastic Dishonesty at http://my.mccombs.utexas.edu/BBA/Code-of-Ethics. By teaching this course, I have agreed to observe all faculty responsibilities described there. By enrolling in this class, you have agreed to observe all student responsibilities described there. If the application of the Statement on Scholastic Dishonesty to this class or its assignments is unclear in any way, it is your responsibility to ask me for clarification. Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. Since dishonesty harms the individual, all students, the integrity of the University, and the value of our academic brand, policies on scholastic dishonesty will be strictly enforced. You should refer to the Student Judicial Services website at http://deanofstudents.utexas.edu/sjs/ to access the official University policies and procedures on scholastic dishonesty as well as further elaboration on what constitutes scholastic dishonesty.

Campus Safety
Please note the following recommendations regarding emergency evacuation, provided by the Office of Campus Safety and Security, 512-471-5767, http://www.utexas.edu/safety:
• Occupants of buildings on The University of Texas at Austin campus are required to evacuate buildings when a fire alarm is activated. Alarm activation or announcement requires exiting and assembling outside.
• Familiarize yourself with all exit doors of each classroom and building you may occupy. Remember that the nearest exit door may not be the one you used when entering the building.
• Students requiring assistance in evacuation should inform the instructor in writing during the first week of class.
• In the event of an evacuation, follow the instruction of faculty or class instructors.
• Do not re-enter a building unless given instructions by the following: Austin Fire Department, The University of Texas at Austin Police Department, or Fire Prevention Services office.
• Further information regarding emergency evacuation routes and emergency procedures can be found at: http://www.utexas.edu/emergency.