MANAGEMENT 358
FUNDAMENTALS OF ENTREPRENEURSHIP
Spring 2012
January 18 – May 22, 2012

COURSE SYLLABUS

Instructor: Professor Bernhard Schroeder
Office and Phone: 1502 Gateway Center, 619 594-0560
E-mail: bschroeder@emc.sdsu.edu
Office Hours: Wednesdays 3:00pm – 4:00pm or by appointment
Class Time and Room: Wednesdays 4:00pm – 6:40pm, 2509, Gateway Center

REQUIRED TEXTBOOKS:


The E-Myth Revisited: Why Most Small Businesses Don't Work and What to Do About It,” author, Michael E. Gerber

STUDENT LEARNING OUTCOMES

Upon completion of this course, you will be able to:

1. Explain why entrepreneurship can be viewed as arising out of the intersection of enterprising people, markets, industries and trends
2. Define entrepreneurial opportunities and explain why such opportunities exist
3. Understand and explain the seven domains of the new business road test
4. Explain why entrepreneurs need to gather several kinds of information and understand trends before launching their new ventures
5. Explain the basic tools necessary to forecast size of markets, industries and market segments
6. Define real customer need and explain why an entrepreneur should seek to develop a product or service that meets a real need
7. Describe how entrepreneurs can create proprietary advantages and barriers to entry for possible competitors

GRADE DISTRIBUTION:

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<th>Percentage</th>
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<tr>
<td>Individual Case work</td>
<td>30%</td>
<td>60</td>
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<tr>
<td>Group Case Work</td>
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<tr>
<td>E-Myth paper</td>
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<tr>
<td>Group Seven Domains Presentation</td>
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<td>Group Peer Evaluation</td>
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Grades Conversion (Percentiles vs. Letter Grade)

- 94-100% = A
- 90-93% = A-
- 87-89% = B+
- 83-86% = B
- 80-82% = B-
- 77-79% = C+
- 73-76% = C
- 70-72% = C-
- Below 60% = F
- 67-69% = D+
- 63-66% = D
- 60-62% = D-

CLASS PARTICIPATION:

Class participation is the key to learning. Students are expected to attend and contribute to the class discussions. Please note that the quality of what you contribute (it can be a thoughtful question, some astute analysis, and/or some other meaningful contribution) will count far more than the quantity of your remarks.

WRITTEN WORK:

All written work is to be typed single-spaced using letter sized papers (8.5x11 inches) with 1-inch margins and at least 11-point Times New Roman text. Clearly state the authors’ names and group number and name.

PEER EVALUATION:

You will provide a Peer Evaluation assessment of the other students in your group; provide a fair and truthful assessment; this one page assessment will be handed in on the final day of class.

CLASS POLICIES

Attendance: Unless pre-arranged with the instructor, students are expected to attend and participate in all classes. Unexcused absences can affect your final grade.

Class preparation: Reading assignments and cases for class discussions should be prepared in advance of class meetings.

Smartphones and computers are not to be used in class except during the research or group case workshops.
Course Schedule

January
18  Introduction, orientation, overview of course, ideation exercise
25  Chapter 1- Introduction to the Seven Domains, group formation, (Case 1 Group)

February
1   Chapter 6 – Mission, Aspirations, Propensity for Risk, Group Ideas Due
8   Guest Entrepreneur and in class exercise (Case 2 Individual)
15  Review Individual Case, finalize teams, finalize group projects
22  Chapter 15 – Do it Yourself Marketing Research (secondary, primary 25, workshop)
29  Chapter 16 – Evidence-based Forecasting (Forecast exercise, case 5 group)

March
7   Guest Entrepreneur and in class exercise (Individual case 3)
14  Chapter 2 & 11 – Target Segment Benefits, Learn what you don’t know (group workshop)
21  Chapter 3 & 12 – Market Attractiveness Domain, Market Analysis worksheet (Case 4 Ind.)
28  Spring Break

April
4   Chapter 4 & 13 – Industry Attractiveness Domain, Industry Analysis worksheet
11  Chapter 5 – Sustainable Advantage Domain, How long will advantage last? (E-myth due)
18  Chapter 7 & 8 – Ability to Execute on CSF’s Domain, Value Chain Domain (Case 6 Group))
25  Chapter 9 & 10 – Putting the Seven Domains to Work (workshop)

May
2   Group Presentations
9   Group Presentations (Peer Evaluations Due)

Read the E-Myth Re-visited by Michael Gerber and answer the following questions: (Due April 18th)

1. What is the entrepreneurial myth? (one page)
2. What role do the technician, manager and entrepreneur play in a business? (one page)
3. What does Gerber mean by the phrase,” Your Primary Aim?” (one page)
4. What is “Your Strategic Objective” and what are the first two standards? Why do these standards matter to a potential start-up business? (two pages)
5. Write a one page Executive Summary Conclusion of your top three learning’s from this book. (one page)

Please use 11 point font, Times New Roman, double spaced with your name, Red ID and date clearly on the top right of the first page.