Catalog Course Description:

A project-oriented course designed to require students working in cross-functional teams to apply what they have learned in their major curriculum to the development of a complex entrepreneurial project. Emphasizes necessity of informed decision making and planning in all phases of business.

Entry Level Standards:

Students must be able to read and write at the college level. A fundamental understanding of accounting principles, including the development of financial statement elements, is required. Mastery of basic algebraic manipulations is presumed. Students are also expected to have a working knowledge of basic management and marketing before entering this course.

Prerequisites:

ACC 2000 and MKT 2200 and MGT 2000 or HSP 1200 and department approval

Textbook(s) and Other Course Materials:


MGT 2240 Course Packet

I. Week/Unit/Topic Basis:

This course is designed to bring students from all three Business Administration disciplines together in self-managed teams to complete a comprehensive project. Because the teams are expected to be self-managed, the assigned faculty will function as consultants to the enterprise, expecting the students to utilize knowledge and skills learned in their curricula to develop and complete their projects.

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-2</td>
<td>Orientation - Explanation of the course and the roles of faculty and students. Explanation of business proposal. Review of team development and function.</td>
</tr>
<tr>
<td>3</td>
<td>Presentation of business proposal.</td>
</tr>
</tbody>
</table>
Develop and prepare their business plans.

Write and print business plans. Prepare presentation.

Presentation of business plans to a panel of business people. Receive critique of the proposals.

II. Course Objectives*:

A. Exhibit a thorough understanding of entrepreneurship. I,II,III,VII
B. Perform a satisfactory analysis of sociocultural, economic, political, competitive, and technological conditions affecting the success of a business. I,III,VI
C. Apply accounting, management, and marketing principles and concepts to the formulation of a comprehensive entrepreneurial business plan. I,II
D. Demonstrate an understanding of the techniques of plan development and presentation. III,IV,V
E. Communicate effectively. IV,V,VI,VIII
F. Demonstrate interpersonal and teamwork skills. III,IV,V

*Roman numerals after course objectives reference goals of the Management program.

III. Instructional Processes*:

Students will:

1. Use critical thinking skills to prepare and evaluate the financial statements of a new company and make decisions regarding the financial condition of the business. Mathematic Outcome, Technological Literacy Outcome, Active Learning Strategies

2. Practice elements of the work ethic such as professionalism, preparedness, punctuality, honesty, cooperation, dependability, contribution, effectiveness, good manners, etc. Transitional Strategy

3. As part of a team, research, write and give a professional business presentation of a business plan for a start-up business. (Communication Outcome, Technological Literacy Outcome, Transitional Strategy, Active Learning Strategy)

4. Demonstrate a capability to plan, organize, and control a business through the effective utilization of culturally diverse human resources. (Communication Outcome, Active Learning Strategies)

*Strategies and outcomes listed after instructional processes reference TBR's goals for strengthening general education knowledge and skills, connecting coursework to experiences beyond the classroom, and encouraging students to take active and responsible roles in the educational process.

IV. Expectations for Student Performance*:

Upon successful completion of this course, the student should be able to:

General Expectations
1. Understand how accounting, management, and marketing interrelate in a small business. A,B,C
2. Understand entrepreneurship, the risks entrepreneurs face, and the advantages and disadvantages of entrepreneurship. A
3. Communicate effectively orally and in writing with colleagues and business people. D,E,F
4. Prepare, present, and defend a plan in a professional manner. D,E,F
5. Function effectively in a self-managed team. E,F

**Accounting Expectations**

6. Provide advice on financial/tax implications of the form of business organization. B,C,E,F
7. Analyze the financial impact of various business activities and alternatives. B,C,E,F
8. Develop pro forma (budgeted) financial statements, including income statement, balance sheet, and statement of cash flows. C
9. Develop cash receipts and disbursements budget. C,E,F
10. Prepare any additional reports, etc. needed to present a business plan for funding. C,D

**Management Expectations**

12. Understand the importance of job specifications in recruiting competent staff. A,C
13. Develop a staffing plan. A,C
14. Develop a recruiting plan, taking into account affirmative action requirements. B,C
15. Develop a structured interview format. C,E,F
17. Develop an organizational structure. A,C,D
18. Lead and manage team activities. C,D,E,F
19. Assume responsibility for resolving team conflicts. C,E,F

**Marketing Expectations**

20. Understand the importance, application, and limitations of marketing research and other information in making marketing and business decisions. A,C
21. Identify, locate, and evaluate sources of information for a business plan. A,B,C,D
22. Analyze and describe the micro- and macro-environment in which a business/organization operates. C,E
23. Select, describe, and target an appropriate market. A,C,E
24. Understand and apply market segmentation and competitive advantage concepts. A,C

25. Formulate a realistic marketing plan based on sound financial and accounting requirements. C,D,E,F

26. Formulate a promotion plan. C,D

*Letters after performance expectations reference the course objectives listed above.

V. Evaluation:

A. Testing Procedures:

A team project: A major portion of the appraisal of the student's progress in the course will be derived from his/her work on the team project. The student teams will collaborate on a business plan and make an oral presentation of their plans to representatives of the business community and faculty.

B. Laboratory Expectations:

N/A

C. Field Work:

Research for the business plan will comprise the field work.

D. Other Evaluation Methods:

Grade Composition:

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Business Proposal</td>
<td>10%</td>
</tr>
<tr>
<td>Time Sheets/Meeting Minutes</td>
<td>10%</td>
</tr>
<tr>
<td>Work Keys Team Test</td>
<td>5%</td>
</tr>
<tr>
<td>Business Plan</td>
<td>50%</td>
</tr>
<tr>
<td>Plan Content (45%)</td>
<td></td>
</tr>
<tr>
<td>Document Quality (5%)</td>
<td></td>
</tr>
<tr>
<td>Presentation</td>
<td>10%</td>
</tr>
<tr>
<td>Peer Evaluation</td>
<td>15%</td>
</tr>
<tr>
<td></td>
<td>100%</td>
</tr>
</tbody>
</table>

E. Grading Scale:

92 - 100     A
89 - 91      B+
82 - 88      B
79 - 81      C+
72 - 78      C
65 - 71      D
Below 65      F

VI. Policies:

A. Attendance Policy:

Pellissippi State expects students to attend all scheduled instructional activities. As a minimum, students in all courses (excluding distance learning courses) must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the
course. Individual departments/programs/disciplines, with the approval of the vice president of Learning, may have requirements that are more stringent. In very specific circumstances, an appeal of the policy may be addressed to the head of the department in which the course was taken. If further action is warranted, the appeal may be addressed to the vice president of Learning. (*Pellissippi State Online Catalog*)

B. Academic Dishonesty:

Plagiarism, cheating, and other forms of academic dishonesty are prohibited. Students guilty of academic misconduct, either directly or indirectly through participation or assistance, are immediately responsible to the instructor of the class. In addition to other possible disciplinary sanctions which may be imposed through the regular Pellissippi State procedures as a result of academic misconduct, the instructor has the authority to assign an F or a zero for the exercise or examination or to assign an F in the course. (*Pellissippi State Online Catalog*)

C. Accommodations for disabilities:

Students who need accommodations because of a disability, have emergency medical information to share, or need special arrangements in case the building must be evacuated should inform the instructor immediately, privately after class or in her or his office. Students must present a current accommodation plan from a staff member in Services for Students with Disabilities (SSWD) in order to receive accommodations in this course. Services for Students with Disabilities may be contacted by going to Goins 134 or 126 or by phone: 694-6751 (Voice/TTY) or 539-7153. More information is available at [www.pstcc.edu/departments/swd/](http://www.pstcc.edu/departments/swd/).

D. Other Policies:

**Computer Usage Guidelines:**
College-owned or -operated computing resources are provided for use by students of Pellissippi State. All students are responsible for the usage of Pellissippi State’s computing resources in an effective, efficient, ethical and lawful manner. (*Pellissippi State Online Catalog*)