ENTREPRENEURSHIP
MGT 2240

Class Hours: 3.0  Credit Hours: 3.0
Laboratory Hours: 0.0  Date Revised: Fall 1998

NOTE: This course is not designed for transfer credit.

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:
MGT 2000, MKT 2200, ACC 2110, and departmental approval

Textbook(s) and Other Reference Materials Basic to the Course:
Supplemental: Additional readings to enhance textbook topics are assigned in class and made available on reserve in the library

I. Week/Unit/Topic Basis:
This course is designed to bring students from all four 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 project.

<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. Organization of teams with a 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
Final Exam Period

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, finance, management, and marketing principles and concepts to the formulation of a comprehensive entrepreneurial business plan. I,II,III
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 MGT program.

III. Expectations for Student Performance*:
Upon successful completion of this course, all students should be able to:

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

The accounting student should be able to:

1. Provide advice on financial/tax implications of the form of business organization. B,C,E,F
2. Analyze the financial impact of various business activities and alternatives. B,C,E,F
3. Develop pro forma (budgeted) financial statements, including income statement, balance sheet, and statement of cash flows. C
4. Develop cash receipts and disbursements budget. C,E,F
5. Prepare any additional reports, etc. needed to present a business plan for funding. C,D
The management student should be able to:

1. Write functional job descriptions. A,C,E
2. Understand the importance of job specifications in recruiting competent staff. A,C
3. Develop a staffing plan. A,C
4. Develop a recruiting plan, taking into account affirmative action requirements. B,C
5. Develop a structured interview format. C,E,F
7. Develop an organizational structure. A,C,D
8. Lead and manage team activities. C,D,E,F
9. Assume responsibility for resolving team conflicts. C,E,F

The marketing student should be able to:

1. Understand the importance, application, and limitations of marketing research and other information in making marketing and business decisions. A,C
2. Identify, locate, and evaluate sources of information for a business plan. A,B,C,D
3. Analyze and describe the micro- and macro-environment in which a business/organization operates. C,E
4. Select, describe, and target an appropriate market. A,C,E
5. Understand and apply market segmentation and competitive advantage concepts. A,C
6. Formulate a realistic marketing plan based on sound financial and accounting requirements. C,D,E,F
7. Formulate a promotion plan. C,D

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

**IV. 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 their 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. Grade Breakdown:

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Preliminary Proposal</td>
<td>10%</td>
</tr>
<tr>
<td>Progress Reports</td>
<td>15%</td>
</tr>
<tr>
<td>Participation</td>
<td>10%</td>
</tr>
<tr>
<td>Business Plan</td>
<td>50%</td>
</tr>
<tr>
<td>Peer Evaluation</td>
<td>15%</td>
</tr>
</tbody>
</table>
C. Grading Scale:

The instructors must furnish complete details during the first week of instruction.

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

V. Policies:

Attendance Policy:

Pellissippi State Technical Community College expects students to attend all scheduled instructional activities. As a minimum, students in all courses must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course.