

MGMT 0342 Entrepreneurship

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MGMT 0342 Entrepreneurship

Students gain valuable experience in innovating and creating new business or not-for-profit opportunities. They will learn to find and develop new projects, to design new products and services, and to translate their ideas into comprehensive, workable business plans. Prerequisites: MGMT 0207 and MGMT 0231.

Text: Our Text is the www.sba.gov website:



Table of Contents

The course is organized according to the standard elements of a complete business plan. Each topic is thoroughly developed in the SBA website:

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- [Executive Summary](#)
- [Market Analysis](#)
- [Company Description](#)
- [Organization & Management](#)
- [Marketing & Sales Management](#)
- [Service or Product Line](#)
- [Funding Request](#)
- [Financials](#)
- [Appendix](#)

Course Organization:

Each week, an additional section of the plan is due.

Supporting material is contained in folders.

Begin the course by selecting **Getting Started**

The course is then organized by week and then day of the week.

In the daily assignment folders you will find:

Assignments – Each day of the ten day course there will be assignments developing business plan sections

Resources – Each folder will contain materials and links which are useful in preparing a section of the plan.

Assessments – There will be professor and peer assessments of each element of the plan as it is developed in a series of daily drafts.

Discussions – Online discussions are employed in a variety of ways. In the Getting Started folder is a paper detailing how discussions are graded.

Daily, each entrepreneur will post a draft of a segment of his or her plan in a small discussion group made up of selected peers. These peer reviewers will offer summary comments in discussion postings, along with attached editorial suggestions made using “track changes.” Timeliness and content are important in discussions. Substantial contributions to peer’s plans are required and will be evaluated.

Working in Groups:

Entrepreneurs will be divided into groups. When students are in groups and you enter into a discussion only other members of your group can see your posting. If you want to find out that is in your group select Email, Create Message, and Browse for Recipients.

Writing Standards:

Email, postings, discussions, and assignments are formal. Refrain from formats that might be very appropriate when responding to a friend but fail the test of a formal writing format. Rely on your English Composition and Business Technical Writing background for an appropriate format.

Use **Microsoft Word 2003 file format for attaching** files. You can also compose in Word and use copy/paste to insert text into the response area.

Dates for Assignments, Assessments, and Discussions:

Date Available: the first day you can complete a given activity

Available Until: you must submit by this time, late assignments will be discounted.

I will make some course materials available to you early and you may begin working as soon as you like. Students will not be penalized unless they miss the **Available Until Date**.

Discussion groups will be maintained until the end of the course.

Class Meetings:

I will be available to students during the class in a virtual classroom. In person student meetings are optional for this semester and I will email students to let

everyone know the date and time of my availability.

Email:

I will check email and discussions daily, please send me email only in Plato/Vista, not to my college address.

Students are expected to check email and discussions daily.

First Day of Class: *Get a head start!*

It is important to get to know classmates as well as your instructor. Post an updated resume. Also, create a biography that introduces you. Include a picture (just you and not you and your best friends) and answer the questions below:

Your year in college

Major

Home or where you are from (please not detailed address)

Why did you enroll in an online class?

Hobbies

Summer jobs

Work experience

Anything that you would like to share with us