

2

CURRICULUM PROPOSAL FORM 2001-2002

**NON-GENERAL EDUCATION PROCESS A**

\*DEADLINES: Deadline dates for 2001/2002 submissions: Regular proposals: October 19, 2001 to be implemented in Fall 2002; Short-Term proposals: December 7, 2001 to be implemented in Fall, 2002; Regular proposals February 15, 2002 to be implemented in Spring, 2003; March 22, 2002 for short-term courses to be implemented in Spring 2003.

0506426

PROPOSAL TITLE: NEW COURSE = "NEW VENTURE DEVELOPMENT"

SPONSOR(S): JOEL RUDIN

DEPARTMENT: MANAGEMENT

COLLEGE: BUSINESS

IF LAS CHECK ONE:  History/Humanities  Math/Sciences  Social/Behavioral Sciences

Check one:  Undergraduate  Graduate

THE ATTACHED **NON-GEN-ED** PROPOSAL IS BEST DESCRIBED BY THE ITEM(S) CHECKED.

New non-gen-ed course

Short-term non-gen-ed course

Minor curricular changes (fewer than three) to:

existing non-gen-ed course

non-gen-ed degree requirements

major

minor, specialization, concentration, track, certificate program

**DEPARTMENT**  
(Signature indicates approval)

Joel Rudin 10-19-01

Dept. Curriculum Chair / Date

[Signature]

Dept. Chairperson / Date

**ACADEMIC DEAN**

Approved  Not Approved  Comments:

Dean's Signature Date [Signature] 10/25/01

**COLLEGE CURRICULUM COMMITTEE**

Date of open hearing (if necessary) 12/13/01 Approved  Not Approved \_\_\_\_\_  
Comments:

Signature of College Chair/Date: Jess / 12-17-01

**UNIVERSITY CURRICULUM COMMITTEE**

Date Received/Processed \_\_\_\_\_  
Comments:

Curriculum Chair Signature Janette M. Reeves Date Announced At Senate 1-29-02

**EXECUTIVE VICE PRESIDENT/PROVOST**

Approved  Not Approved \_\_\_\_\_ If no, reasons are as follows:

Student Credit Hours \_\_\_\_\_ Faculty Load Hours \_\_\_\_\_ Equalized Credit Hours \_\_\_\_\_

Official Copy & Approval Sheet Filed (Date): \_\_\_\_\_ Executive VP/Provost Signature/Date Alan G. Lee  
10-5-02

**REGISTRAR**

Date Approved Course Description Received \_\_\_\_\_ Hegis Taxonomy & Course Number Assigned 0506-726

Registrar Signature/Date Edwin C. Eigenbrat 10-8-02

**NOTIFICATION FORWARD**

Senate Curriculum Committee Chairperson  Academic Dean(s) Adm. Sec.  
 Department Chairpersons  Registrar CAP  
IR Tr. Mital 10/8/02 \_\_\_\_\_ Sponsor(s)

Jess.  
Please assign a number - pass on  
to Diane Previti when finished.  
Back to me.

## **Curriculum Proposal**

### **New Course: “New Venture Development”**

#### Details:

The “New Venture Development” course (0506.4xx, 3 s.h.) would have “Entrepreneurship and Small Business Management” (0506.326) as its prerequisite. It would be offered once per academic year, beginning in Spring 2003. This course would supplement existing College offerings. It has become feasible thanks to the Rohrer Endowed Chair in Entrepreneurship, a new position for which a candidate has been hired effective Spring 2002. Current library databases (ABI/Inform, Lexis/Nexis, etc.), will be more than adequate to support this course.

#### Rationale:

The Endowed Chair position allows the College to expand its offerings in Entrepreneurship. This ties in neatly with some recent University-wide initiatives in this area such as the establishment of a Small Business Incubator. In conjunction with other courses in this area, students will be academically prepared to start up their own companies and/or advise others on how to do so.

#### Course Essence:

#### Objectives include:

- 1) Show students how to find venture ideas, evaluate new venture proposals, and get a venture started.
- 2) Provide an introduction to business plan development.
- 3) Show students how to attract seed and growth capital from venture capitalists, investment banking, government, and commercial banking sources.
- 4) Show students how to demonstrate a venture’s financial viability.

#### Topical Outline:

- 1) Idea Generation
- 2) Preliminary Opportunity Analysis
- 3) Sources of Financing
- 4) Building Venture Teams
- 5) Protecting the Idea
- 6) Creating and Maintaining Sustainable Competitive Advantage
- 7) Preparing a Business Plan

#### Evaluation of Students:

Students would be evaluated on the basis of a combination of the following: group projects, class participation, cases/exercises, and examinations.

The course title and description follow:

0506.4xx      3 s.h.

New Venture Development

(Prerequisite: 0506.326 , Entrepreneurship and Small Business Management)

This course provides an opportunity to develop a business plan for a new venture or expansion of an existing company of their choice. Students are expected to acquire skills in evaluating business ventures, learn alternative financing sources, develop ideas for differentiating products, and develop an understanding of what is required to harvest the profits in a growing business.

**MGT 582**  
**New Venture Development**  
**FALL 2001**

**Professor:** K. Mark Weaver

**Office Hours:** TTH 1:00 - 2:00

**Office:** 150 Alston

**Office Phone:** 348-8947

**E-mail:** mweaver@cba.ua.edu

**REQUIRED TEXTS AND MATERIALS**

INC. Package at University Bookstore (Start Your Own Business and Business Plan Pro software package) (1996 Text).

**SUPPLEMENTAL READINGS**

Timmoms, New Venture Creation, 2000 edition, (paper) - optional reference.  
From current literature, both academic, i.e. Journal of Small Business Management and popular periodicals, i.e. Inc, WSJ, Business Week, Entrepreneur, Success, Fast Company, Business 2.0.

Key Websites to review: [Inc.com](http://Inc.com), [ibm.com/smallbusiness](http://ibm.com/smallbusiness), [entreworld.org](http://entreworld.org)

**PREREQUISITE**

The requirements for upper division level courses are:

- (a) You must have the subject matter prerequisites listed in the course description in the Undergraduate Catalog 1988-1890.

Any exception to these requirements must be granted by the Associate Dean for Undergraduate Programs.

**COURSE DESCRIPTION**

New Venture Development: Three hours--Graduate Standing.

This course provides an opportunity to develop a business plan for a new venture or expansion of an existing company of their choice. Students are expected to acquire skills in evaluating business ventures, learn alternative financing sources, develop ideas for differentiating products, and develop an understanding of what is required to harvest the profits in a growing business.

## REQUIREMENTS

Students are expected to attend class and contribute on a regular basis. Late assignments will not be accepted. Students are responsible for all preparation related to the project and presentations.

## OBJECTIVES

1. To show students how to find venture ideas, how to evaluate new venture proposals, and get a venture started.
2. To provide an introduction to business plan development.
3. To show how to attract seed and growth capital from venture capitalists, investment banking, government, and commercial banking sources.
4. To show how to demonstrate financial viability and prepare the business plan. The final business plans are presented to members of the Advisory Council for review.

## GRADING PLAN

Final grades will be based on the following:

<b><u>MGT 582</u></b>	
Project	400
Participation	100
Cases/Exercises	100
Examinations (1)	100
Total Points	<u>700</u>

## DISABILITY ACCOMODATIONS

Students with disabilities are encouraged to register with the Office of Disability Services, 348-4285. Thereafter, you are invited to schedule appointments to see me during my office hours to discuss accomodations and other special needs.

## POLICY ON ACADEMIC CONDUCT

All acts of dishonesty in any work constitute academic misconduct. The Academic Misconduct Disciplinary Policy will be followed in the event of academic misconduct.

## PREPARATION OF ASSIGNMENTS

1. In class exercises are to discuss in class, with written components completed outside class whenever possible.
2. The Feasibility Analysis for your venture is an ongoing vehicle for discussion and shared ideas throughout the semester.

## DEVELOPMENT OF THE VENTURE FEASIBILITY ANALYSIS

- The venture analysis and presentation are the single most important project in the term and of ongoing use to you. It is your project - a tool to work your way from an idea to an opportunity to a final plan.

The project must be for a venture that will accomplish the following:

- a. Be capable of supporting you at a salary comparable to your market value. i.e. salary = \$50,000/yr, then the firm must be able to provide that average salary over the first 5 years.
- b. You must be compensated for "sweat" equity, those 20 hour days, no vacations, and multiple tasks you perform.
- c. A risk adjusted rate of return on your investment must be calculated and added to the cost analysis.
- d. Must be legal or look to be within 5 years.

These criteria suggest a firm with growth potential and the ability to be more than an income substitute or escape situation. Lifestyle firms, driven by criteria other than income are acceptable, but you must convince me you are serious and not just avoiding the unpleasant task of analysis.

Final presentations will be held at the end of the term. Presentations will be 15 to 20 minutes maximum, 3 to 5 minutes for questions. All presentations tools including: Video, Power Point, demonstrations, samples, etc. are expected.

## DESCRIPTION OF THE VENTURE PROPOSAL

### *I. Objective of the Project*

The objective of this portion of the course is to learn how to prepare a feasibility study and business plan.

### *II. Methodology*

- A. By no later than the third week you should have selected an idea for a new venture and prepared a 2-3 page write-up of it to turn in no later than Week 3. The idea may have come to you from another source entirely. In any case, it must be an idea that appears on the surface to be reasonably open to implementation, pending further study.
- B. Your write up should describe the product(s) or service(s) involved, the market niche, a rough estimate of the size of the market, the specific tasks you plan to perform in developing the proposal, and the timetable for each task. You will meet periodically with the professor to review your progress on the basis of your timetable. The Timmons outline is suggested. You may do several preliminary write ups.

- C. When your final topic is approved, (you find your final idea), you should begin completing the Pro Business Plan outline and timetable. Do not hesitate to call upon professors as needed. Keep in mind that not all proposals will prove to be feasible. If your analysis shows at the end that the venture is not feasible, the proposal is still quite acceptable to the faculty if it is well done.

*III. Value of the Project*

- A. Entrepreneurs will prepare and/or evaluate many business proposals during their career. If you can do one of them, with help, doing others in the future will be easier. The mystery will be taken out of proposal development.
- B. Proposal writing is interdisciplinary, requiring that you integrate and apply tools and concepts of marketing, finance, accounting, economics, quantitative analysis, and management. In the development of the proposal, you see how these disciplines interrelate in a venture and influence one another.

*IV. Grading criteria for the venture proposal in order of importance:*

- A. Quality of the Plan: Comprehensiveness, depth and accuracy of analysis, analytical pragmatism, insights shown (do you really understand the business), creativity and originality.
- B. Complexity or difficulty of the project: A proposal for a manufacturing facility producing a new product or product line can expect to receive a higher grade than one proposing a small consulting business, other things being equal.
- C. Extent of implementation: If this project is real and you begin implementing it during the semester, this will increase your grade
- D. Reaction of the Advisory Council. They will be asked to fill out an evaluation and return it to the professor. (When applicable)
- E. Quality of communication: Is the Plan well written, free of errors in grammar, spelling, and typing. Is it neatly (but not expensively) bound? Are charts, drawings and pictures well rendered?
- F. Meeting deadlines!
- G. Economic criteria are met.

**MGT 482 - Dr. Weaver  
FALL 2001**

Date	Topic	Assignment
Aug 23	Introduction	Handouts – Idea Generation Exercises SYOB: Ch. I, Exercise I Ch. 2, Exercise I, Exercise II
28	Idea Generation	
30	Idea Generation (Con't) Preliminary Presentation of your top 1-3 ideas	
Sept 4	Testing the Idea Sources of Information	Ch. 3, Exercise I, II, III – due Sept 18
6	Testing the Idea Sources of Information (Con't)	
Sept 11	Field Research	Exercises from Ch 3  Ch. 5, Exercise I, II, (Handouts)  Ch. 8 Exhibits I & II Handouts  Ch. 4, Exercise II
13	Field Research	
18	Preliminary Opportunity Analysis	
20	Con't	
25	Sources of Finances	
27	Con't	
Oct 2	Initial Presentations of Venture Topics 7 to 10 minutes each	
4	Con't	Ch 5, Exhibits I & II Handouts
9	Building Ventrue Teams	
11	Field Project	Ch 4, Exhibit II
16	Protecting the idea	
18	Building of Sustainable Advantages	Handout
23	Preparing a Plan	Ch 9 Handout & Checklists
25	Con't	

	30 & 31	INDIVIDUAL PROJECT REVIEWS IN OFFICE (30 Min)	
Nov	1	INDIVIDUAL PROJECT REVIEWS IN OFFICE (30 Min)	
	6	Examinations	
	8	Field Research	
	13	Presentations of Strategic Sections of Plans	
	15	Con't	
	20	Field Research	
	<b>22</b>	<b>Thanksgiving Holiday</b>	
	27	Final Business Plan Review, Q & A	
	29	Field Research	
Dec	4	Final Presentations of Business Plans	(12 to 15 minutes each) Turn in Drafts
	6	Con't	Turn in Final Revised Plan in on Dec. 10
	10	Final Exam	8 – 10 a.m. –Turn in Final Revised Business Plans

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