

BMGT 299 Entrepreneurship Capstone Syllabus



Missoula College

THE UNIVERSITY OF MONTANA

Course Name and Title: BMGT 299 Entrepreneurship

Text: All Materials will be available online

Date revised: Summer 2015

Prerequisites: None

Faculty: Brian Larson
Director Business Management

Course Description: An overview of the skill areas and business principles needed to start and operate a small business in Montana. Includes components of a business plan, planning & development, identifying sources of capital, managing growth, and marketing issues related to new ventures.

Course Objectives: Students will learn and demonstrate the main aspects required to minimize the risks in starting a new business venture.

Students Will:

1. Demonstrate an understanding of credit analysis and credit reporting agencies
2. Identify legal issues involving business law and specific concerns of the business
3. Develop insurance policy requirements
4. Research sources of capital
5. Develop site selection analysis
6. Develop and implement market research to determine market opportunities
7. Present business concepts, entry barriers and profit potential

Course Outline:

- I. Welcome
- II. Entrepreneurship
 - a. Are you Entrepreneurship Material?
 - b. *Intra*-preneurship
- III. Which Business Opportunity is Right for You?
 - a. Personal Rating System Explained
 - b. Service, Retail or Light Manufacturing
- IV. Organization and Formation
 - a. Domains
 - b. ABN



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- c. <http://sos.mt.gov/>
- V. Legal Forms of Business Ownership
 - a. Sole Proprietorships
 - b. Partnerships
 - c. LLC's
 - d. Corporations (S-Corps)
- VI. Site Selection
- VII. Market Research
 - a. Quantitative
 - b. Qualitative
- VIII. Insurance
- IX. Business Policies
- X. Proof of Concept
- XI. Components of a Business Plan
 - a. Communicating Your Idea
 - b. Seeking Financing
 - c. Roadmap
- XII. Sources of Capital
 - a. Debt Financing
 - b. Equity Financing
- XIII. Pitfalls & Helpful Hints

Grading:

Students' final grade will be based upon cumulative assignments, case studies, special projects and assigned work. Unless special circumstances exist, students will receive no credit for assigned work turned in after the due date.

Grading Scale:

90-100%	A
80-89%	B
70-79%	C
69-64%	D
<63%	F

Outside Class Work:

Assignments, case studies and special projects will be assigned throughout the semester. These assignments are the sole responsibility of the student and will not be accepted late. Assignments are due on Sundays @ 12 midnight - unless otherwise stated. All assignments are expected to be typed, and include the student's name, course number and unit number. Outside work makes up a large portion of your grade and should not be ignored.





Incomplete Grades:

An “I” incomplete grade will not be given for not doing well in the course, or dropping after scheduled deadline.

Field/Lab Assignments (If applicable):

In order to facilitate experiential learning, some assignments may require visiting area businesses, conducting observations, or interviewing business leaders. These activities can be an advantage to the businesses as well as and economic hardship should customer traffic or purchasing be affected. Additionally, our reputation, and your education can be adversely affected. Because of these factors, the following guidelines should be followed.

1. Do not visit locations in groups of more than 3. Larger groups create traffic barriers that impact customer purchasing.
2. Keep noise and distractions to a minimum.
3. Dress appropriately – you represent the best our college offers.
4. Do not create additional work for business personnel. If you remove an item from inventory, Please return it to the appropriate location.
6. Be courteous and thank the business for their time and efforts.
7. Never use inappropriate language.

Course Content

It is important to note that course content becomes available each Tuesday morning beginning at 11am – and remain available to view until the following Sunday until 12 midnight. At that time, all material is removed. Content will not become available after that time.

Student Expectations

This course is designed with the idea that you wish to start your own business venture. Although you may not be planning to do so in the near future, it is important that you identify a specific venture to customize your work for this course. It may be a small coffee shop, or a new product concept, either way ~ I will help you decide before beginning week 2.

Disability Accommodations Policy

Students with disabilities may request reasonable modifications by contacting me. The University of Montana assures equal access to instruction through collaboration between students with disabilities, instructors, and Disability Services for Students. “Reasonable” means the University permits no fundamental alterations of academic standards or retroactive modifications.