Entrepreneurship
MBAD 6191, Spring 2013

Rockell Nathan Hankin

Location: CC601

Time: Wednesday 5:30pm to 8:15pm

Office Hours: in person or over the phone by appointment

Communication: moodle.uncc.edu

Introduction and Description
This course will acquaint the participant with the challenges and issues of creating and launching an entrepreneurial enterprise. The course will require that course participants work in teams to create executable business plans. Elements of the business plans will be thoroughly researched and integrated into a final written business plan document and an oral presentation. Guest lecturers will be used to give participants a “window on reality”, practical insights into how the business world actually works,

Each participant will identify an idea around which to build an entrepreneurial business. The ideas will be competed among the participants in an “idea marketplace”. Participants will select the top ideas and teams will be formed among the participants to create a compelling business plan for each of the ideas selected.

Learning
Upon completion of the course, participants should be able to:

- Evaluate the likelihood that a business idea might meet with success
- Design the research required to support that evaluation
- Incorporate the research and evaluation into an actionable business plan which would include,
  inter alia:
    - The product or service
    - The market for the product or service
    - Competition for the product or service
    - The systems for delivery of the product or service
    - An operating and financial model of the business planned
A human capital plan
A financial capital plan
An intellectual property plan
Critical success factors
Risk analysis

- Describe the challenges that are associated with the planned start-up business
- Describe the participants necessary to launching the planned business

Course Materials
There is no assigned text for the course. Readings will be available through Moodle. A librarian from UNCC will attend an early class to explain research resources available to UNCC students.

University Policies
It is your responsibility to be fully and accurately informed of University policies, including, but not limited to, rules regarding dropping and adding courses, graduation requirements, and student conduct. The Dean of Students Office is the authoritative source for these policies.

The UNC Charlotte Code of Student Academic Integrity will be actively enforced in this course. The code forbids cheating, fabricating or falsifying information, submitting academic work for multiple requirements, plagiarizing, abusing academic materials, and complicity in academic dishonesty. Any special requirements or permissions regarding academic integrity will be stated by the instructor and are binding on you. You are expected to report cases of academic dishonesty to the course instructor.

If you have a disability that affects your ability to do the work in this course, please contact the Office of Disability Services to obtain a Letter of Accommodation. The office is 230 Fretwell and the phone number is 7.4355.

The Belk College of Business strives to create an inclusive academic climate in which the dignity of all individuals is respected and maintained. Therefore, we celebrate diversity that includes, but is not limited to ability/disability, age, culture, ethnicity, gender, language, race, religion, sexual orientation, and socioeconomic status.

Grading
- Class participation 25%
- Written business plan 50%
- Oral presentation 25%

Course Schedule [subject to revision as the semester develops]
<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Guests/Resource</th>
</tr>
</thead>
<tbody>
<tr>
<td>9-Jan</td>
<td>Introduction</td>
<td>Shannon Paul, Center City Librarian</td>
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<tr>
<td>16-Jan</td>
<td>Entrepreneurial Characteristics</td>
<td>Entrepreneurs’ Panel</td>
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<tr>
<td>23-Jan</td>
<td>Idea Marketplace</td>
<td>Class</td>
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<tr>
<td>30-Jan</td>
<td>Essential Elements of a business and how they translate into an act of Entrepreneurship</td>
<td>Paul Solitario, Start up financing</td>
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<tr>
<td>6-Feb</td>
<td>Building a business: Formation/Organization</td>
<td>Will Sparks, Leadership</td>
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<tr>
<td>13-Feb</td>
<td>Building a business: Markets, Competition &amp; Customers</td>
<td>Bob James, Comm Banking</td>
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<tr>
<td>20-Feb</td>
<td>Building a business: Product/service definition; Distribution</td>
<td>Rob Tyler, Business Law</td>
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<tr>
<td>27-Feb</td>
<td>No class; hours allocated to other classes</td>
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<tr>
<td>6-Mar</td>
<td>No Class/ Spring Break</td>
<td>Class</td>
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<tr>
<td>13-Mar</td>
<td>Building a business: Modeling workshop</td>
<td>Class</td>
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<tr>
<td>20-Mar</td>
<td>Business Failure; implications for Entrepreneurs</td>
<td>Joe Klutz, Business failure</td>
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<tr>
<td>27-Mar</td>
<td>Idea Marketplace: Value creation; Unique selling proposition; revenue</td>
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<td>3-Apr</td>
<td>Building a business: Capital, cash flow and finance</td>
<td>Terry Cex, Charlotte Ent Support</td>
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<td>10-Apr</td>
<td>Building a business: Organizational development; roadmap and issues</td>
<td>Ray Groth, Investment Banking</td>
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<td>17-Apr</td>
<td>Idea Marketplace: Model building</td>
<td>Dave Gilroy, Finance &amp; Control</td>
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<tr>
<td>24-Apr</td>
<td>Oral Presentations of business plans [double class]</td>
<td>Class</td>
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<tr>
<td>8-May</td>
<td>Written Business Plans Due</td>
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**Instructor**

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