

**MANAGEMENT 358**  
**FUNDAMENTALS OF ENTREPRENEURSHIP**  
**Rome Winter Break 2017/2018**  
**December 28, 2017 – January 13, 2018**

**COURSE SYLLABUS**

Instructor: Instructor Bernhard Schroeder  
Office and Phone: 1502 Gateway Center, 619 594-2781  
E-mail: bschroeder@mail.sdsu.edu  
Office Hours: Weds, 2:00pm – 3:45pm  
Class Time and Room: To be Determined

**COURSE OVERVIEW**

When you complete this course, you will have acquired the knowledge to examine a service or product idea thoroughly, through a very solid new business model framework, to determine its viability of ever becoming a business. You will learn that all initial ideas need to be examined, trends are examined, feasibility analysis needs to be conducted, and secondary and primary research provides additional insights. You will learn how to target customer segments within marketplaces, to conduct a competitive analysis and to work with team members in analyzing course cases. And you will prepare a final plan and presentation of one idea that you have thoroughly examined as a team.

**REQUIRED TEXTBOOKS:**

The New Business Road Test: What Entrepreneurs and Executives Should do Before Writing a Business Plan (3<sup>rd</sup> Edition) 2010 Paperback....Author: John Mullins **(Main Course Book)**

The E-Myth Revisited: Why Most Small Businesses Don't Work and What to Do About It," author, Michael E. Gerber **(Paper Due Jan 2nd)**

Fail Fast or Win Big, author: B. Schroeder **(Top 3 Learnings, 2-3 pages, Due on Jan 2<sup>th</sup>)**

**STUDENT LEARNING OUTCOMES**

Upon completion of this course, you will be able to:

1. Explain why entrepreneurship can be viewed as arising out of the intersection of enterprising people, markets, industries and trends

2. Define entrepreneurial opportunities and explain why such opportunities exist
3. Understand and explain the seven domains of the new business road test
4. Explain why entrepreneurs need to gather several kinds of information and understand trends before launching their new ventures
5. Explain the basic tools necessary to forecast size of markets, industries and market segments
6. Define real customer need and explain why an entrepreneur should seek to develop a product or service that meets a real need
7. Describe how entrepreneurs can create proprietary advantages and barriers to entry for possible competitors

**GRADE DISTRIBUTION:**

Individual Case work	60 points
Group Case Work	50 Points
E-Myth paper	20 points
Fail Fast paper	20 points
Group Paper and Presentation	40 points
Group Peer Evaluation	10 Points
<hr/>	
Total	200 pts

**Grades Conversion (Percentiles vs. Letter Grade)**

94-100%=A	80-82%=B-	67-69%=D+
90-93%=A-	77-79%=C+	63-66%=D
87-89%=B+	73-76%=C	60-62%=D-
83-86%=B	70-72%=C-	Below 60%=F

**CLASS PARTICIPATION:**

Class participation is the key to learning. Students are expected to attend and contribute to the class discussions. Please note that the **quality** of what you contribute (it can be a thoughtful question, some astute analysis, and/or some other meaningful contribution) will count far more than the quantity of your remarks.

**WRITTEN WORK:**

All written work is to be typed single-spaced using letter sized papers (8.5x11 inches) with 1-inch margins and at least 11-point Times New Roman text. Clearly state the authors' names and group number and name.

**PEER EVALUATION:**

You will provide a Peer Evaluation assessment of the other students in your group; provide a fair and truthful assessment; this one page assessment will be handed in on the final day of class.

## **CLASS POLICIES**

**Attendance:** Unless pre-arranged with the instructor, students are expected to attend and participate in all classes. Unexcused absences can affect your final grade.

**Class preparation:** Reading assignments and cases for class discussions should be prepared in advance of class meetings.

**Smartphones and computers are not to be used** in class except during the research or group case workshops

### **E-myth Assignment**

**Read the E-Myth Re-visited by Michael Gerber and answer the following questions:**

- 1. What is the entrepreneurial myth? (one page)**
- 2. What role do the technician, manager and entrepreneur play in a business? (one page)**
- 3. What does Gerber mean by the phrase, "Your Primary Aim?" (one page)**
- 4. What is "Your Strategic Objective" and what are the first two standards? Why do these standards matter to a potential start-up business? (two pages)**
- 5. Write a one page Executive Summary Conclusion of your top three learning's from this book. (one page)**

**Please use 11 point font, Times New Roman, double spaced with your name, Red ID and date clearly on the top right of the first page.**

### **Fail Fast or Win Big Assignment**

**Read Fail Fast or Win Big by Bernhard Schroeder**

**Provide your top three learnings from the book. The assignment should be roughly 3-4 pages in total.**

**Please use 11 point font, Times New Roman, double spaced with your name, Red ID and date clearly on the top right of the first page.**

**Course work: There will be approximately 45 hours of lecture and 90 hours of course preparation and immersion via the three text book readings and papers and the visits with local founders and incubators on each class day.**

## Course Schedule

<b>December</b>			
Thursday	28	Arrive in Rome	Airport - Residence
		<b>Course Schedule Each Morning (8am – 12:00pm)</b>	<b>Afternoon Schedule (3pm - 6pm)</b>
Friday	29	Introduction, orientation, overview of course, ideation exercise <b>(Fail Fast, Emyth Due 2-3 pages)</b>	<b>Walking tour, Welcome Dinner</b>
Sat/Sun	30/31	<b>Weekend Off (Monday Off --New Year's Day)</b>	<b>Off (no class but readings)</b>
Tuesday	2	Chapter 1- Introduction to the Seven Domains, group formation, <b>(Case 1 Group)</b>	<b>Meet Local Founder</b>
Wednesday	3	Chapter 6 – Mission, Aspirations, Propensity for Risk, in class exercise, <b>Group Ideas Due</b>	<b>Off</b>
Thursday	4	Review Group Case, finalize teams, finalize group projects, <b>(Case 2 Individual)</b>	<b>Meet Local Founder</b>
Friday	5	Chapter 15 – Do it Yourself Marketing Research (secondary, primary 50, workshop)	<b>Open</b>
Sat/Sun	6/7	<b>Weekend Off</b>	<b>Off (no class time but readings)</b>
Monday	8	Chapter 16 – Evidence-based Forecasting (Forecast exercise,)( <b>Case 5 group</b> )	<b>Off</b>
Tuesday	9	Chapter 2 & 11 – Target Segment Benefits, <b>(Individual Case 3)</b> (group workshop)	<b>Visit Incubator</b>
Wednesday	10	Chapter 3 & 12, 4, 13 – Market Attractiveness Domain, Review Case 3 <b>(Case 4 Individual)</b>	<b>Meet Founder</b>
Thursday	11	Chapter 5,7 8, 9 10 – Industry Attractiveness Domain, Review Case 4( <b>Case 6 Group</b> )	<b>Visit Incubator</b>
Friday	12	Final Group Presentations	<b>Farewell Dinner</b>
Saturday	13	<b>Program Ends</b>	<b>Airport</b>

