



Syllabus

SCHOOL OF BUSINESS AND MANAGEMENT **ENT 630: Start-up Plan Development**

3 Credits
Effective: Spring 2015/2016

*Access to the Internet is required.
All written assignments must be in Microsoft-Word-compatible formats.
See the library's APA Style Guide tutorial for a list of resources that can help you use APA style.*

FACULTY

Faculty Name:

Contact Information:

COURSE DESCRIPTION

This course focuses on application of key strategic and managerial approaches necessary for entrepreneurs to plan for a start-up business. It examines and discusses how entrepreneurial firms develop and implement innovative business plans, create functional operations, develop strategic alliances, and incorporate technology and exit strategies. Students address legal issues such as business entity formation and intellectual property.

COURSE RESOURCES

Required and recommended resources to complete coursework and assignments are available from the [Course Document Lookup](#).

CITYU LEARNING GOALS

This course supports the following City University learning goals:

COURSE OUTCOMES

In this course, learners:

- Evaluate different business entity formations.
- Describe the competitive landscape and methods to protect intellectual property.
- Assess key planning considerations.

CORE CONCEPTS, KNOWLEDGE, AND SKILLS

- Entity legal formation
- Exit strategies
- Intellectual property
- Operational Canvas
- Organizational issues
- Strategic Partnerships

OVERVIEW OF COURSE GRADING

The grades earned for the course will be derived using City University of Seattle's decimal grading system, based on the following:

<i>Overview of Required Assignments</i>	<i>% of Final Grade</i>
Entity formation comparative table and narrative paper	15%
Organizational chart	10%
Intellectual property paper	10%
Strategic partnerships and exit strategies paper	20%
Operational Canvas Presentation	30%
Instructor Determined Activities	15%
TOTAL	100%

SPECIFICS OF COURSE ASSIGNMENTS

The instructor will provide grading rubrics that will provide more detail as to how this assignment will be graded.

Entity formation comparative table and narrative paper

The analysis of the pros and cons should be applicable to a start-up example and include tax implications, personal liability, the amount of paperwork, potential control issues, meeting the needs of the owner, and other relevant factors. The paper should be two to four pages double-spaced in 12 pt. Times New Roman font. The table and paper must each include at least three different professional or academic resources and be completed in APA style. The references must be from professional or academic secondary resources

<i>Components</i>	<i>% of Grade</i>
Clear explanation of types of legal entities	20%
Appropriate analysis, evaluation, and synthesis of entity types	30%
Conclusions and recommendations are congruent with legal entity analysis	25%
References	15%
Writing Mechanics	10%
TOTAL	100%

Organizational chart

The student will develop an organizational chart for the example start-up at one year and two years after launch and include an introduction narrative. The organizational chart should take into account typical positions in the relevant industry at the appropriate corporate stages. While not required, the student should try to use Visio to create the chart. The chart will cite professional or academic references in APA style. The narrative should include research support for the reasoning behind the chart. The introduction narrative should be written double-spaced in 12 pt. Times New Roman font and range from

1-3 pages.

<i>Components</i>	<i>% of Grade</i>
Clear explanation of organization positions and structure	25%
Appropriate analysis, evaluation, and synthesis of utilization of the organization chart	50%
Writing Mechanics	15%
References	10%
TOTAL	100%

Intellectual property paper

The student will address a minimum of four different intellectual property (IP) issues in reference to the start-up example. Students will support their analysis of relevant IP issues with a minimum of three public professional resources. The paper should be double-spaced in 12 pt. Times New Roman font and range from 2- 5 pages.

<i>Components</i>	<i>% of Grade</i>
Clear explanation of IP issues.	25%
Appropriate analysis, evaluation, and synthesis of how IP issues affect start-ups.	25%
Conclusions and recommendations fit the start-up.	25%
Writing Mechanics	15%
References	10%
TOTAL	100%

Strategic partnerships and exit strategies paper

The student will analyze three potential strategic partnerships and review three different exit strategies supported by public professional resources to support their suggested strategic partnership strategies. The student should recommend and provide rationale on which exit strategy is most appropriate for their plan. The student will provide support for their choice based on professional references. The paper should be written double-space in 12 pt. Times New Roman font and range from 2 to 5 pages.

<i>Components</i>	<i>% of Grade</i>
Clear explanation of strategic partnerships and exit strategies.	25%
Appropriate analysis, evaluation, and synthesis of strategic partnerships and exit strategies.	25%
Conclusions and recommendations are congruent with start-up needs.	25%
Writing Mechanics	15%
References	10%
TOTAL	100%

Operational Canvas Presentation

Students will complete a 12 to 18 slide presentation integrating the previous four components plus adding the following components to complete the operational canvas. The canvas description is discussed in Blank and Dorf (2012) describes the canvas process in the required resource, The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company.

The presentation will succinctly and persuasively present the canvas as if the canvas was to be approved by management or investors. The presentation should be concise with the proper backup in the notes sections. While not required, MS Project may be considered as a tool to include in the presentation. Support your work with professional or academic resources in APA style.

<i>Components</i>	<i>% of Grade</i>
Clear analysis of how the operational elements affect the start-up.	25%
Appropriate analysis, evaluation, and synthesis of the each of the operational elements.	25%
Conclusions and recommendations are congruent with strategic analysis and logically supported	25%
Presentation	15%
References	10%
TOTAL	100%

Instructor Determined Activities

Students are expected to contribute to the class on a regular basis through constructive participation. The elements considered in evaluating participation include: relevance of comments to the topics discussed, timely preparation for each class session, respectful communication skills, contributions toward the positive development of the class, and questions and comments that are relevant to the topics discussed.

<i>Components</i>	<i>% of Grade</i>
Meets requirements of the activity in a timely manner	35%
Adds insightful or new ideas, comments, or questions relevant to the activity and/or other students' posts	45%
References	10%
Writing Mechanics	10%
TOTAL	100%

COURSE POLICIES

Late Assignments

LATE ASSIGNMENT

Participation

PARTICIPATION

Professional Writing

Assignments require error-free writing that uses standard English conventions and logical flow of organization to address topics clearly, completely, and concisely. CityU requires the use of APA style.

UNIVERSITY POLICIES

You are responsible for understanding and adhering to all of City University of Seattle's academic policies. The most current versions of these policies can be found in the [University Catalog](#) that is linked from the CityU Web site.

Scholastic Honesty

Scholastic honesty in students requires the pursuit of scholarly activity that is free from fraud, deception and unauthorized collaboration with other individuals. You are responsible for understanding CityU's policy on scholastic honesty and adhering to its standards in meeting all course requirements. A complete copy of this policy can be found in the [University Catalog](#) in the section titled *Scholastic Honesty* under *Student Rights & Responsibilities*.

Attendance

Students taking courses in any format at the University are expected to be diligent in their studies and to attend class regularly.

Regular class attendance is important in achieving learning outcomes in the course and may be a valid consideration in determining the final grade. For classes where a physical presence is required, a student has attended if s/he is present at any time during the class session. For online classes, a student has attended if s/he has posted or submitted an assignment. A complete copy of this policy can be found in the [University Catalog](#) in the section titled *Attendance Policy for Mixed Mode, Online and Correspondence Courses*.

SUPPORT SERVICES

Disability Resources

If you are a student with a disability and you require an accommodation, please contact the Disability Resource Office as soon as possible. For additional information, please see the section in the [University Catalog](#) titled *Students with Special Needs* under *Student Rights & Responsibilities*.

Library Services

CityU librarians are available to help you find the resources and information you need to succeed in this course. Contact a CityU librarian through the [Ask a Librarian](#) service, or access [library resources and services online](#), 24 hours a day, seven days a week.

Smarthinking

As a CityU student, you have access to 10 free hours of online tutoring offered through Smarthinking, including writing support, from certified tutors 24 hours a day, seven days a week. Contact CityU's Student Support Center at help@cityu.edu to request your user name and password.