

SUMMER 2008

BUS 663 – MANAGING NEW VENTURES

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Office Hours: pre and post-class, by appointment	Office Location: 3530 Lecture Location: 4800
Prerequisites: none	
Course Dates:	Fridays and Saturdays 9-10 May, 6-7 June, 4-5 July
Course Format:	Full day 9:00 to 17:00
Required Reading Material:	Building a Dream - A Canadian Guide to Starting Your Own Business , Walter S. Good. 7th Edition.
Recommended Reading Material:	Everything I needed to know about business...I Learned From A Canadian , Leonard Brody, David Raffa. Wiley.
Website:	www.bus663.com
<p>Introduction</p> <p>The entrepreneurial process occurs in both independent settings and within established organizations. It is an activity that is fundamentally different from administration or management of an on-going business. BUS 663 is a practical overview of the key elements of new venture management. During the forty two (42) hours of in-class lectures, students will learn what investors look for when evaluating a business opportunity and develop confidence presenting their ideas in a supportive classroom environment. At the conclusion of the class, student teams will present a plan for a business of their choice. Lectures will be augmented with a variety of case studies, guest speakers, team projects and practical toolkits that will provide students with a balanced learning experience and prepare them to launch the business of their dreams.</p>	
<p>Course Objectives</p> <p>Following successful completion of this course, you will be able to:</p> <ul style="list-style-type: none"> • Identify the traits, skills, values and cognitive styles of successful entrepreneurs and how closely you fit the profile; • Confidently discuss the key elements of entrepreneurship; • Analyze business models, identify and evaluate new business opportunities; • Evaluate buying an existing business. Business valuation; • Assess the applicability of franchising; • Conduct a feasibility analysis. • Pick the appropriate form of business organization. Proprietorship. Partnership. Incorporation; • Protect your business idea. Develop barriers to entry. 	

- Arrange financing. Understand what investors want. “Pitching” an idea. The investor package. The exit strategy;
- Define the characteristics of business leadership and the components of a business plan;
- Identify and understand key financial statements;
- Identify good team players. The importance of the management team;
- Focus on practical analysis and real-life decision-making processes.

Course Expectations

- Individual participation. Classes have been designed to assume active individual participation both in class and online. It is important to complete and understand the assigned readings and come to class prepared to analyze and discuss.
- Learning team participation. Classes have been designed to encourage collaborative team learning. Learning teams will be formed in the first class. Group discussions, team project management and team recommendations play a significant role in this course.
- Research skills. Assignments will require knowledge of Internet search engines, relevant use of keywords and may involve offline research.
- Presentation skills. Strong report writing skills and convincing oral presentations are assumed of students seeking top grades.

PREPARATION FOR THE FIRST CLASS

- complete this [online survey](#)
- read Chapters #1 and #2 in “Building a Dream”
- have some thoughts about the type of business you might want to actually develop in the class

MEET YOUR INSTRUCTOR

Ean Jackson has invested the past 20+ years of his professional career in management, technical and business development roles in the technology industry. He has been employed by businesses across North America ranging from technology startups to major multinational corporations including Oracle Corporation, IBM and Sprint International. He is currently President of Analytics Marketing Inc., a strategic technology consultancy and a provider of business development services to growing businesses.

Jackson speaks frequently on business and technology issues and has served on the boards of numerous industry and not for profit organizations including the International Internet Marketing Association (IIMA), the BC Internet Association (BCIA), BC Science World, the Leaders of Tomorrow program of the Vancouver Board of Trade and the UBC Executive Mentor Program. He is an angel investor in early stage technology companies and has a keen interest in corporate governance. As a volunteer mentor for New Ventures BC, he coaches entrepreneurs and startup companies.

Jackson is fluent in four languages (English, French, Spanish and German). His educational background includes an undergraduate degree in Arts (University of Western Ontario, 1978), a graduate degree in Electrical Engineering (Southern Methodist University, 1985) and a certificate in Internet Marketing (University of British Columbia, 1998). He has been on the faculty of Simon Fraser University since 2007.

COURSE READING MATERIALS

- Required: Building a Dream - A Canadian Guide to Starting Your Own Business
- Recommended: Everything I needed to know about business...I Learned From A Canadian
- Additional short articles and other readings will be posted on the class SharePoint page and at www.bus663.com

AGENDA

Class	Content	Assignments
#1 9 May	What is entrepreneurship? Assessing your potential for an entrepreneurial career	<ul style="list-style-type: none"> • Read Chapter 1, 2, 11 • Team selection
#2 10 May	Exploring new business ideas and opportunities. Buying a business	<ul style="list-style-type: none"> • Read Chapters 3,4 • Individual Assignment #1
#3 6 June	Considering a franchise. Organizing your business	<ul style="list-style-type: none"> • Read Chapters 5,6 • Individual Assignment #2 • Group Assignment #1
#4 7 June	Conducting a feasibility study.	<ul style="list-style-type: none"> • Read Chapters 7,8
#5 4 July	Protecting your idea. Arranging financing	<ul style="list-style-type: none"> • Read Chapters 9,10 • Group project paper due
#6 5 July	Preparing your Business Plan	<ul style="list-style-type: none"> • Group Project Presentations

While every attempt will be made to keep to this schedule, the instructor reserves the right at all times to make changes in the material to be covered including, but not limited to, the cases and the reading material. The EMBA office reserves the right to change the location and time of the module. Advance notice of changes will be provided in class or online. All readings are to be completed before, not during, the class.

EVALUATION

Individual Assignment #1	10%	10 May
Individual Assignment #2	20%	6 June
Group Assignment #1	10%	7 June
Group Project	40%	4 July
Group Presentation	10%	5 July
Individual class participation	10%	
Total:	100%	

There is no final exam. I will be looking for consistently high quality work and a high degree of individual and group participation throughout the course for top grades.

Evaluation guidelines

All written assignments should be submitted in a hard and soft copy. Written assignments are to be double-spaced using 12-point font. Helpful, relevant and referenced appendices may be included for possible bonus points. Appendices will not be included in page or word count.

Individual Assignment #1 – Elevator Pitch - 10% (5% written + 5% oral)

The primary objective of this assignment is to get a feel for what it's like to "pitch a deal". It's also an opportunity to get to know one another, so we will all take a few moments to provide a personal "executive summary". Take a business idea that you would like to develop in this course. (The business you've always wanted to start or perhaps something from your work.) Clarify the concept in an executive summary (examples at www.bus663.com/references.) You have five (5) minutes to convincingly "pitch" your idea to the class. You will earn your presentation grade by popular vote. At the end of the elevator pitch competition, you will form teams of 4-6 and select a business for the class project from those presented by your team members.

Individual Assignments #2 – Deal Evaluation Scorecard - 20%

The objective of this assignment is to gain an understanding of what an investor looks at when evaluating an opportunity. In this report, I expect to see your scorecard as well as supporting research. The report itself should be less than 20-pages. A bonus of up to 5% will be awarded if, in your appendices, you provide documented feedback from investors who have used your scorecard.

Group Assignment #1 – The Board - 10%

The objective of this assignment is to develop an awareness of the value to a business of formal and informal advisors. In this report, I expect to see an analysis of the differences between directors and advisors, as well as how to select and manage board members. The report should be less than 15 pages. For top grades, I would like to see that you have actually recruited an advisory board for your group project business.

Group Project – The Investment Proposal - 50% (40% written + 10% oral)

The objective of this project is to bring together all elements of the class in a formal investor presentation. This assignment may be completed in teams of three (3) to five (5). Your team is a management team for the business of your dreams. You need investment money to launch your business, so you have to convince a panel of investors (your instructor and maybe some of his friends) that your dream is a good business investment. Submit a business proposal (up to 30-pages) for your venture then, as a group, "pitch" your plan to the investors. Depending on the number of groups in the class, you will have 15 minutes of class time to present your plan.

Individual Class Participation – 10%

A high level of quality debate is expected in this class. It is your responsibility to ensure that the Instructor knows who you are and what your views are. Silent observers will score poorly. At the same time, be professional and respectful of others as attempts to dominate class time will result in a reduced grade. A class participation grade will be determined based on in-class individual and group contributions, individual participation in online forums and online surveys as well as a peer evaluation of your contribution to your team. Quality is preferred to quantity.