

ENT 449
BALL STATE UNIVERSITY
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SYLLABUS

OFFICE: WB207; Oakwood 131

ACCOUNTING/ FINANCIAL GRADUATE ASSISTANTS:

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ASSOCIATE DIRECTOR:

Candy Dodd: cdodd@bsu.edu; OW131; 765-285-7272

OFFICE HOURS:

By appointment only, as my administrative responsibilities often pull me out of the office.

COURSE NUMBER: MGT 449

COURSE TITLE: Startup Ecosystems and Venture Leadership

PREREQUISITE: ENT 347

COURSE DESCRIPTION: This course is a project-based capstone learning experience for the Entrepreneurship and Innovation Major. A focus is placed on engagement with members of the startup ecosystem and business community and iterating on prior course work to communicate the efficacy of leading an entrepreneurial venture. Students learn about entrepreneurial support organizations and about the diversity of resources (e.g., social, financial) offered.

STUDENT LEARNING OUTCOMES AND OBJECTIVES: The objective of this capstone course is to expose students into the world of entrepreneurship with the following immersive, real-world experiences:

1. Researching a venture concept
2. Networking with members of the startup ecosystem
3. 3 Customer validation
4. 4 Fine-tuning a business model
5. Compilation of a venture plan and pitch deck
6. Presentation of venture plan to an outside panel of evaluators
7. Learn to give and receive feedback with professionalism

SUGGESTED TEXT:

Entrepreneurship: Theory, Process, and Practice 11e Edition by Donald F. Kuratko
ISBN-9780357033203 | ISBN-9780357033203

TOPICS:

- Applying market research to your business plan
- Business Plan Basics
 - Organization
 - Effective Writing

- Use of Visuals
- Aesthetics
- Business Plan Sections
 - Executive Summary
 - Business Description
 - Industry Analysis
 - Market Analysis
 - Management
 - Operations/ Location/ Distribution/ Logistics/ R & D
 - Critical Risks
 - Exit Strategy
 - Milestone Schedule
 - Financial
 - Appendix
- Financial Modeling for Business Plans (ENT 443)
- Successful Business Plan Presentations
 - Professionalism, Preparation, and Attire
 - Presentation Skills
 - Quality of Slide Deck
 - Question and Answer Techniques, Prep, and Professionalism

COURSE SCHEDULE: *See separate course schedule document in Canvas*

ASSIGNMENTS/ EVALUATION

***Assignments/ Evaluation:**

- 1. Final Business Plan & Presentation (E-Day): 98%**
 - 2. Initial Course Prep & Vision Assignment: 1%**
 - 3. Self, Course, and Program Reflection: 1%**
- TOTAL: 100%**

ATTENDANCE & ENGAGEMENT:

Class sessions will generally be used for rotating individual meetings, though the class will occasionally meet as a group as well for guest panels and group exercises. Individual meeting notes will be used towards evaluation of the final business plan, E-Day presentation, and Innovation Fest Event. Attendance, participation, and follow-up of course sessions and individual meetings will be recorded and factored into your final grade considerations.

FINAL BUSINESS PLAN & PRESENTATION (E-DAY; 98%):

The final business plan evaluation and presentation is offsite or on-campus and is graded on a pass (A; Exceeded Expectations at 95%+), (B-C; Met minimum expectations at 75%+), OR fail (F; under 75% expectations) scale. Students must compose a professional business plan as well as a professional 15-minute presentation on that business plan, which will be evaluated by members of the Indiana business community. Professional panelists will recommend a pass or fail evaluation to the professor and student. In addition, they will nominate students who exceed expectations for consideration for monetary awards from the Entrepreneurship Center and its donors. If recommending failure, a panel must be unanimous in its recommendation. Final grades are at the discretion of the professor and consideration for monetary awards are at the discretion of the Entrepreneurship Center/ Program. Students are responsible for submitting clean and professional digital business plan copies for evaluators and the program and providing their own transportation to the presentation site.

Submission requirements:

- The business plan itself **MUST** be submitted as ONE SINGLE PDF document, including the complete business plan outline provided with deep content and 3 years of monthly financial projections, which includes income statement, cash flow statement, and balance sheet for the proposed venture.
- In addition, financial projections must be submitted in Excel format as well.

Business Plan PDF's and Excel financials are due by the due date and time listed in Canvas. Students are expected to represent themselves, the Entrepreneurship Program, and Ball State University in a professional manner when interacting with contacts and on E-Day. **Late or incomplete submissions will NOT be accepted under any circumstances.**

INITIAL COURSE PREP & VISION STATEMENT (1%)

Students will submit a course prep and vision statement the first week of the semester to map out their plans and vision for completing the major project for this course.

FINAL SELF, COURSE, & PROGRAM REFLECTION (1%)

Students will submit a final self, course, and program reflection by answering the prompts by the due date and time listed in Canvas. Please Note: A GA will score reflections based on completion. I will not read these reflections until after final grades have posted. Thus, I want your deep and honest self, course, and program reflections.

SEEKING FEEDBACK AND CONDUCTING MARKET AND INDUSTRY RESEARCH:

It is *essential* you develop relationships with your classmates for peer review purposes, seek outside consultation from industry experts, pursue feedback from the entrepreneurship faculty and the program's and your networks and mentors, deeply fine-tune your venture proposal through customer interviews and market research, and integrate your work from ENT 347 and the Entrepreneurial Finance course (ENT 443) into your plan and the financials of your business plan to be successful in this course. *Your success in this course is largely dependent on the level of your initiative in collecting and synthesizing information and seeking feedback and organizing your findings in a professional business plan and presentation.* This is your choice to create based on your findings and storytell on your venture proposal.

ACCOUNTING/ FINANCIAL GRADUATE ASSISTANT: Students are highly encouraged to take advantage of the Accounting/ Financial GA's (Nathan & Emery) during their office hours or in scheduled meetings. Engagement with (or lack of) accounting GA's will be recorded and factored in your final grade considerations.

Plagiarism, Cheating, and Generative AI: Please note the instructor reserves the right to use software packages such as Turn It In or Safe Assign, among others, to detect plagiarism. Plagiarism or any other form of cheating can result in a failing grade in the course. All work conducted and/or submitted in this course should reflect your own ideas and demonstrate your current knowledge, abilities, ideas, thought formation, and skills. Therefore, generative AI should not be used to complete any portion of the assignment(s). Doing so constitutes a violation of Ball State University's [Student Academic Ethics Policy](#). Copied and pasted generative AI work is not acceptable and may result in an "F" in the course.

University Statement

We are committed to ensuring that all members of the community are welcome, through valuing the various experiences and worldviews represented at Ball State and among those we serve. We promote a culture of respect and civil discourse.

For Students with Disabilities: If you need course adaptations or accommodations because of a disability, please contact the instructor of record as soon as possible. Ball State's [Disability Services Office](#) coordinates services for students with disabilities; documentation of a disability needs to be on file in that office before any accommodations can be provided. Disability Services can be contacted at 765-285-5293 or dsd@bsu.edu.

****Note: Full participation in and successfully passing E-Day is required to pass this course.***

STUDENT AACSB ASSURANCE OF LEARNING GOALS

The Miller College of Business is committed to ensuring that every student graduating with a business degree is competent in five areas that are crucial to success in business. These learning goals can be easily remembered with the acronym C-KITE (Communication, Knowledge, Integration, Technology, and Ethics). See the following [LINK](#) for details.

In this course you will demonstrate:

- **Communication**, by generating written reports, interacting with mentors, business owners, and other professionals to gather industry and market knowledge and data, and presenting a venture pitch concept to an outside evaluation panel.
- **Knowledge**, by mastering basic entrepreneurship, leadership, management, and business concepts.
- **Integration**, by identifying issues in the venture proposal and making strategic decisions.
- **Technology**, by building financial estimates and analyzing the impact of each financial decision.
- **Ethics**, by interacting with mentors and established professionals in industry and by considering the ramifications of directions you take in your proposed new venture.