

NEW VENTURE CREATION

MGT-710/MIS 779

Course Description

The goal of the New Venture Creation course is to continue the journey from the idea stage to startup of a new product based venture. Students should take the New Venture Feasibility (MGT 709) course before taking New Venture Creation (MGT 710), as the work in MGT 709 will be used in MGT 710. Students who were unable to take MGT 709 will be asked to join existing groups.

Learning Objective

- The key output from the course will be a business plan for a new venture that can be presented to investors for funding. The business plan will be targeted towards two goals. The first is to submit the plans to the Donald W. Reynolds's Governor's Cup nvgovernorscup.org – a statewide business plan competition for Nevada college students with a \$25,000 first prize. Travel costs for student teams selected as finalists for the competition will be covered by the Lee Business School. First and second place winners of each year's Governor's Cup move on to compete in a tri-state competition against the winners of the Arkansas and Oklahoma Governors Cup competitions. An additional goal is to help students launch new ventures.
- By the end of the course, students should will have the skills necessary to develop investor quality business plans. The course includes extensive use of hands-on exercises. The textbook and teaching method are based on established processes for creating business plans that are timely, complete, organized, and professional. This method has led to the successful launch of new ventures at business schools across the country. Collaborating with the college of engineering and members of the local community is also a means used by top schools to improve the quality of the business plans generated in entrepreneurial courses. Guest speakers from the business community will be frequent.

Course Materials

- 1) Required-Timmons, Zacharakis, & Spinelli (2004) Business Plans That Work: A Guide for Small Businesses, ISBN, 978-07-1411287-2
- 2) Required-Abrams, Rhonda. 2010. The Successful Business Plan: Secrets and Strategies, 5th Edition. The Planning Shop, Palo Alto, CA, www.PlanningShop.com, ISBN 9781933895147 (I recommend the softbound version)
- 3) Required – Wilmerding, (2006) Term Sheets & Valuations: A Line by Line Look at the Intricacies of Terms Sheets and Valuations, ISBN- 9781587620683

Library Resources:

Patrick Griffis Email: patrick.griffis@unlv.edu Phone: 895-2231

Assignments:

Deliverable	Weight	Responsibility
Business Plan I	15%	Group
Business Plan II	20%	Group
Business Plan Including Executive Summary and Appendices	25%	Group
Final Presentation	10%	Group
Business Plan Submission to Governor's Cup	5%	Group
Southern Nevada Business Plan Competition Submission	5%	Group
Participation and Professionalism	20%	Individual

* This competition is TBD. If not held, the grade allocation will be added to the business plan submission to Governor's Cup.

Class Professionalism & Participation: Students will be individually evaluated based on their level of professionalism in class and in class-related activities outside of class. Professionalism includes, but is not limited to, arriving to class on time, paying attention during course lectures and guest presentations, not leaving early without telling the instructor beforehand, notifying the professor in advance when you will be absent from class, etc. Class participation involves preparation for and participation during, lectures and guest presentations. Here are some additional pointers regarding participation:

If you almost never speak out in class or miss several classes, you will receive a participation grade of 5 or lower. If you rarely say anything inspired, your participation grade will be in the 8-10 range (depending on how "occasionally" and how well prepared you are). "Inspiration" - the path to a "20" participation grade – involves such actions as:

- applying conceptual material from the readings, lectures, or guest presentations
- doing a bit of outside reading and applying it in the discussion
- integrating comments from previous lectures or presentations
- reaching back to something said previously that is pertinent to the discussion at the moment
- taking substantive issue with a classmate's analysis
- pulling together material from several places
- drawing parallels from previous lectures and discussion
- tying in briefly an experience you have had that is relevant to the discussion
- generally demonstrating that you have carefully read and understood the assigned readings and lectures
- not dominating class discussion

Grading Criteria: I will use the following criteria for assigning final course grades:

93% and above:	A	At least 73% but less than 77%:	C
At least 90% but less than 93%:	A-	At least 70% but less than 73%:	C-
At least 87% but less than 90%:	B+	At least 67% but less than 70%:	D+
At least 83% but less than 87%:	B	At least 63% but less than 67%:	D
At least 80% but less than 83%:	B-	At least 60% but less than 63%:	D-
At least 77% but less than 80%:	C+	Less than 60%:	F

Tentative Course Calendar

<u>Date</u>		<u>Topic</u>	<u>Deliverable</u>
1/21	Class	Course Introduction, Project Review	
1/28	Class	Business Plan Basics, Team Formation	Team Rosters Submitted
2/4	Class	Guest Speaker – Business Plans and Private Equity 101, Ian McNeil	
2/11	Class	Guest Speaker – Preparing your financials, Bryce Wisan, CPA, WSRP	Business Plan 1 Due
2/18	Class	Guest Speaker – Evaluating your financial position, Mark Brennan	
2/19	Deadline		Gov Cup Intent to Compete. Submit online <i>nvgovernorscup.org</i>
2/22	Deadline		SNBPC Executive Summary Submission Due
2/25	Class	Guest Speaker – Term Sheets & Company Types, Bryan Clark, Esq.	Business Plan 2 Due
3/3	Class	Pitch Presentation Techniques	
3/7	FYI		SNBPC – 10 Semi-Finalists Announced
3/10	Class/ Deadline	Guest Speaker – Leith Martin, Executive Director, UNLV Center for Entrepreneurship	Gov Cup Business Plan Submission by 3:00 pm Pacific
3/17	Class	MBA Speaker Series – NO CLASS (Attend speaker)	
3/23	FYI	Spring Break & Gov Cup Finalists Announced on 3/23!	
3/24	Class	NO CLASS – SPRING BREAK	
3/25	Deadline		SNBPC: Semi-Finalist Business Plans Due
3/30	Deadline		Gov Cup Finalist Business Plans Due by 3:00 pm Pacific
3/31	Class	TBA: Competition Preparation	
4/7	Class	Practice Presentations	
4/13-14	Outside Event (in lieu of class)	Governor's Cup Competition – Reno, NV Wednesday, 4/13 – Oral Presentations Thursday, 4/16 – Awards Dinner <i>All competitors are expected to attend both days</i>	
4/18	FYI		SNBPC: Finalists Notified
4/21	Class	<i>Final Pitch Presentations for Teams not competing at Gov Cup</i>	
4/28	Class	Group Meetings – Prepare for SNBPC	
4/29	Outside Event (in lieu of class)	SNBPC: Finalists Pitch – AM, Times TBA SNBPC: Awards Gala – 5:30 – 8:00 pm <i>All students should plan to attend gala</i>	
5/5	Class	Study Week	Final Business Plan, Executive Summary & Appendices
5/12	Class	Final Exam 8:10-10:10pm	
5/25-26	Outside Event	Tri-State Competition (Cosmopolitan Hotel) Only Final Competitor Teams Attend	

Class Conduct and Related Policies:

Grading of Individual versus Group Work: Team members will receive a collective grade for their team deliverables (i.e., if the team earns an A on one of the components of the business plan then each of the team members receives that grade on this deliverable in the grading spreadsheet). If a team member is found to be shirking their responsibilities then steps will be taken to change their behavior and, if that fails, then they will be graded separately for the team deliverables.

Late Assignments: Assignments are due at the start of the class (unless otherwise noted). Late assignments will be allowed only in cases of unavoidable personal or family emergencies and the student must notify me as soon as possible. In all other cases there will be a significant reduction in points for late assignments.

Late or Absent from Class: Though I will not literally take a “roll” each day, I will generally monitor attendance and timeliness for class and this will be factored into the participation score.

Grade Appeals: If you believe there was a mistake made in the grading of one of your assignments please notify me promptly and I will determine whether a review of the assignment is warranted.

University Policies

Academic Misconduct—Academic integrity is a legitimate concern for every member of the campus community; all share in upholding the fundamental values of honesty, trust, respect, fairness, responsibility and professionalism. By choosing to join the UNLV community, students accept the expectations of the Student Academic Misconduct Policy and are encouraged when faced with choices to always take the ethical path. Students enrolling in UNLV assume the obligation to conduct themselves in a manner compatible with UNLV’s function as an educational institution.

An example of academic misconduct is plagiarism. Plagiarism is using the words or ideas of another, from the Internet or any source, without proper citation of the sources. See the *Student Academic Misconduct Policy* (approved December 9, 2005) located at: <https://www.unlv.edu/studentconduct/student-conduct>.

Copyright—The University requires all members of the University Community to familiarize themselves **with** and to follow copyright and fair use requirements. **You are individually and solely responsible for violations of copyright and fair use laws. The university will neither protect nor defend you nor assume any responsibility for employee or student violations of fair use laws.** Violations of copyright laws could subject you to federal and state civil penalties and criminal liability, as well as disciplinary action under University policies. Additional information can be found at: <http://www.unlv.edu/provost/copyright>.

Disability Resource Center (DRC)—The UNLV Disability Resource Center (SSC-A 143, <http://drc.unlv.edu/>, 702-895-0866) provides resources for students with disabilities. If you feel that you have a disability, please make an appointment with a Disabilities Specialist at the DRC to discuss what options may be available to you. If you are registered with the UNLV Disability Resource Center, bring your Academic Accommodation Plan from the DRC to the instructor during office hours so that you may work together to develop strategies for implementing the accommodations to meet both your needs and the requirements of the course. Any information you provide is private and will be treated as such. To maintain the confidentiality of your request, please do not approach the instructor in front of others to discuss your accommodation needs.

Religious Holidays Policy—Any student missing class quizzes, examinations, or any other class or lab work because of observance of religious holidays shall be given an opportunity during that semester to make up missed work. The make-up will apply to the religious holiday absence only. It shall be the responsibility of the student to notify the instructor **within** the first 14 calendar days of the course for fall and spring courses (excepting modular courses), or **within** the first 7 calendar days of the course for summer and modular courses, of his or her intention to participate in religious holidays which do not fall on state holidays or periods of class recess. For additional information, please visit:

<http://catalog.unlv.edu/content.php?catoid=6&navoid=531>.

Transparency in Learning and Teaching—The University encourages application of the transparency method of constructing assignments for student success. Please see these two links for further information:

<https://www.unlv.edu/provost/teachingandlearning>

<https://www.unlv.edu/provost/transparency>

Incomplete Grades—The grade of I—Incomplete—can be granted when a student has satisfactorily completed three-fourths of course work for that semester/session but for reason(s) beyond the student’s control, and acceptable to the instructor, cannot complete the last part of the course, and the instructor believes that the student can finish the course without repeating it. The incomplete work must be made up before the end of the following regular semester for undergraduate courses. Graduate students receiving “I” grades in 500-, 600-, or 700-level courses have up to one calendar year to complete the work, at the discretion of the instructor. If course requirements are not completed within the time indicated, a grade of F will be recorded and the GPA will be adjusted accordingly. Students who are fulfilling an Incomplete do not register for the course but make individual arrangements with the instructor who assigned the I grade.

Library—Students may consult with a librarian on research needs. For this class, the subject librarian is https://www.library.unlv.edu/contact/librarians_by_subject. UNLV Libraries provides resources to support students’ access to information. Discovery, access, and use of information are vital skills for academic work and for successful post-college life. Access library resources and ask questions at <https://www.library.unlv.edu/>.

Tutoring and Coaching—The Academic Success Center (ASC) provides tutoring, academic success coaching and other academic assistance for all UNLV undergraduate students. For information regarding tutoring subjects, tutoring times, and other ASC programs and services, visit <http://www.unlv.edu/asc> or call 702-895-3177. The ASC building is located across from the Student Services Complex (SSC). Academic success coaching is located on the second floor of the SSC (ASC Coaching Spot). Drop-in tutoring is located on the second floor of the Lied Library and College of Engineering TEB second floor.

UNLV Writing Center—One-on-one or small group assistance with writing is available free of charge to UNLV students at the Writing Center, located in CDC-3-301. Although walk-in consultations are sometimes available, students with appointments will receive priority assistance. Appointments may be made in person or by calling 702-895-3908. The student’s Rebel ID Card, a copy of the assignment (if possible), and two copies of any writing to be reviewed are requested for the consultation. More information can be found at: <http://writingcenter.unlv.edu/>.

Rebelmail—By policy, faculty and staff should e-mail students’ Rebelmail accounts only. Rebelmail is UNLV’s official e-mail system for students. It is one of the primary ways students receive official university communication such as information about deadlines, major campus events, and announcements. All UNLV students receive a Rebelmail account after they have been admitted to the university. Students’ e-mail prefixes are listed on class rosters. The suffix is always @unlv.nevada.edu. **Emailing within WebCampus is acceptable.**

Final Examinations—The University requires that final exams given at the end of a course occur at the time and on the day specified in the final exam schedule. See the schedule at: <http://www.unlv.edu/registrar/calendars>.