

MMS190 Markets & Management Capstone in Entrepreneurship

Wednesday 6:00 – 8:30 Old Chem 123

Wednesday, August 31 –

Introduction to course & Logistics

- Course Logistics & Goals
 - Book: Creating a Business Plan ; <http://www.amazon.com/Creating-Business-Plan-Pocket-Mentor/dp/1422118851>
- Create Business Plan Groups
 - *Assign groups for Business Plan projects*

Wednesday, Sept. 7–

Business Plan Discussion

- Reading: Bhide, Questions Every Entrepreneur Must Answer
- Reading: Pre-Start Analysis
- Reading: How to Prepare a Business Plan
- Reading: Top 10 Lies of Entrepreneurs
- Reading: How To Make Your Case in 30 Seconds
- Reading: Sequoia Capital Themes

Where should you start a business today (Country / Industry / Theme / Type)

Wednesday, Sept. 14 –

Entrepreneurial Funding

- Reading: What is Venture Capital
- Reading: How Venture Capital Works
- Reading: Angel Investing
- Reading: Legal Aspects of Entrepreneurship
- Reading: Venture ownership
- Reading: Founders Fund

Financials lecture

- Reading: Financial hand-outs

Wednesday, Sept. 21 –

Isaac Mizrahi Financials - Case Due

- Reading: Financial Assignment

Florida Air – Case Due

- Reading: Florida Air
- Reading: Bootstrap Finance

Wednesday, Sept. 28 – TBA

Wednesday, Oct. 5 –

Class Discussion of Business Plan Ideas

- Each Group must come with a few ideas for discussion

Reading: TBA

Wednesday, Oct. 12 –

Martin Smith – Case Due

- Reading: Martin Smith case
- Reading: Venture Capital Negotiations
- Reading: Note on Valuation of Venture Capital Deals
- Reading: How VC's Evaluate Potential Opportunities

Investment Banking & Exit Strategies

Wednesday, Oct. 19 –

Passion for Learning– Case Due

- Reading: Passion for Learning Case

Crunch - Case Due

- Reading: Crunch Case
- Reading: The Vision Thing

Wednesday, Oct. 26

Elevator Pitch By all groups

**Rough Draft of Business Plans Due*

Wednesday, Nov. 2 –

Kodak – Case Due

- Reading: Eastman Kodak Case

Reading: TBA

Intro to Charles River Jazz Case

- Reading: Bald Mountain Ski Example

Wednesday, Nov. 9

Charles River Jazz - Case Due

- Reading: Charles River Jazz Case

Restaurant Financial Model – Case Due

- Reading: Restaurant Case

Wednesday, Nov. 16

IceDelights - Case Due

- Reading: IceDelights Case
- Reading: Note on Franchising

Human Resources

- Reading: Human Resource handout
- Reading: Don't Ask These Questions
- Reading: ABC of Job Interviewing

**Business Plans Due (Bring in 6 copies of your plan: 1 for Evan and 1 for each group)*

Wednesday, Nov. 23 – No Class

Wednesday, Nov. 30 -

Ethics Scenarios

- Reading: Ethics Handout
- Reading: Ethical Dimensions in Competitive Analysis

Discuss Digital 100: Top Start-Ups

Reading: Digital 100

Reading / Speaker: TBA

Wednesday, Dec. 7

- **Business Plan Critiques:** Groups to be assigned