

Grading:

Case studies and Team Presentation: 50%

Exams: 50%

CASE STUDIES: Students will be assigned written cases dealing with an entrepreneurial or small business problem. A list of questions will be provided. Students are to respond to the questions in both analytical and narrative form. The narrative portion of the case is to be limited to one word-processed page. Calculations, which must be legible and clearly labeled must be attached. Cases are to be passed in **AT THE BEGINNING** of the class for which they will be discussed. If a student cannot attend class, his case should be delivered, faxed, or mailed to the professor prior to class. I will not accept any late cases. Cases that are not passed in on the night they are due will receive a grade of 0. If pass in late or fail to pass in more than one case over the course of the semester, I will withdraw you from the course on the grounds that you are not fulfilling the requirements of the course.

TEAM PRESENTATION: Students will form teams of 3-4 and select one of the cases we will be doing this semester. The team will present the case on the evening it is due using a Power Point presentation. Presentations should be well prepared, rehearsed, and of professional quality. A copy of the handouts and/or visuals should be provided to the professor on the night of the presentation.

EXAMS will be given on the day assigned. Students who do not appear for the exam will receive a grade of 0. Make-ups will be given only with a signed medical excuse from a doctor on the doctor's letterhead.

VIOLATIONS OF ACADEMIC HONESTY POLICY: If I received 2 cases that are identical or virtually identical (including identical spreadsheets), both cases will receive a 0. If you violate the Academic Honesty policy for a second time, you will receive a failing grade for the course.

How to Keep Dr. Coleman Happy:

1. Class attendance is required. I will take attendance at each class. You are allowed 3 misses. If you miss more than 3 classes for any reason, you will be withdrawn from the course.

In addition, this class lasts for 2 hours and 20 minutes with a 10 minute break in the middle. If you are not prepared to remain for the entire class time or if your schedule is such that you are not able to remain for the entire class time, you should drop the course. If you leave at the break, I will drop you from the course.

2. As a courtesy to the professor and other students, be prepared to arrive at class and be in your seat on time.
3. Similarly, if you need to get something to eat or drink, do so before class. If you need to use the restroom, do so before class. It is very disruptive to have people rustling food wrappers or walking in and out after class has started.

4. If you carry a beeper or cellphone, turn it off before coming to class. During class your phone belongs in your purse or carrying case. If I see you using your phone during class to make or receive calls or to text message, I will withdraw you from the class thereby giving you plenty of time to talk with your friends.
5. I will not tolerate disruptive behavior in class. It's rude and interferes with learning. If your behavior in class is disruptive, I will administratively withdraw you from the course and you will have to take it some other semester.

Disability Guidelines:

If you have been diagnosed with a disability and you require reasonable accommodations, you must make an appointment with the Director of Student Services at 768-4260. Documentation must be presented so that you may be referred to the appropriate office for these accommodations. All information is kept strictly confidential.

Academic Honesty Statement from The Source and Manual of Academic Policies and Procedures:

B. All students are expected to observe generally accepted principles of scholarly writing in all examinations, compositions, papers, essays, tests, quizzes, reports and dissertations whether written in the classroom or outside. Sources of information used by a student in the preparation of work submitted as a basis for credit, or for a grade, or to satisfy graduate or undergraduate thesis requirements shall be clearly indicated in some conventional manner, such as by the use of quotation marks, footnotes, and bibliography.

C. Students are forbidden to submit as their own any project, paper, or creative work which is in whole or part the work of another.

D. The use of a term paper writing service, such services being prohibited by Connecticut law, is academically dishonest and violate rules of scholarship.

E. All examinations and quizzes are to be completed without reference to books or notes, except when the instructor of a course shall have given explicit authorization for an "open-book examination" or some other specified sort of assistance. Except as authorized by the instructor, no student is to give or receive assistance in the completion of an examination or a quiz.

Action to be taken in event of an alleged act of academic dishonesty

L. 2. to report that the student is considered to be guilty of the alleged violation beyond a reasonable doubt, and to recommend one or more of the following:

- (a) that the student be dropped from the course and/or a grade of "F" be assigned.**
- (b) that the student be suspended (i) for the remainder of the current semester, losing credit for their current academic program, or (ii) for the following semester or year;
- (c) that the student be dismissed from the university.

Guidelines on Student Conduct:

In an effort to create an environment that is conducive to learning, the following guidelines are presented to make explicit expectations that the Barney School has for students in its classes. Students are expected to

1. Follow the Academic Honesty Policy without fail.
2. Respect differing views on campus and to engage in responsible discussion with others with whom you do not agree.
3. Regularly attend classes and submit assignments on or before specified deadlines.
4. Prepare for each class by completing reading assignments, homework and/or case preparation.
5. Not bring food and drink into the classroom unless instructor approval is given.
6. Raise a hand if you wish to speak or be excused from the classroom. Students are not permitted to get up and leave at will.
7. Act in a reasonable manner in the classroom and halls so as not to disrupt others.
8. Dispose of gum, trash and paper in designated receptacles. Do not leave trash in the stairwells, classrooms, desktops or any other non-designated receptacle.
9. See professors during their regularly scheduled office hours or by appointment. Office hours are posted on each professor's door.
10. Take exams when they are scheduled unless you have been excused on official university business, such as participation in athletic events, or medical emergency (notifying your professor prior to the exam).
11. Immediately contact professors if you will miss or have missed a class or exam and also to make up what you have missed.

The Source also specifies the following acts as punishable misconduct and subject to Judicial Review.

- a. Damage, destruction or theft of University property;
- b. Deliberate interference with any class or University function;
- c. Refusal to vacate a building;
- d. Tampering with fire alarms or fire-fighting equipment;
- e. Possession or use of a dangerous article;
- f. Illegal or unauthorized entry or presence in a facility;
- g. Alcohol – no possession or use in class;
- h. Noise and general disorderliness;
- i. Providing false information to a University office;
- j. Acting with violence;
- k. Failure to respond to a reasonable request and to produce identification;
- l. Possession, use or storage of drugs and drug paraphernalia;
- m. Abuse of computer access – incl. copying software;
- n. Visitors – you are responsible for the actions of your visitors.

Topics Covered:

Date Topic

Week 1: Introduction and Course Outline

What is an entrepreneur?
Characteristics of an entrepreneur

Financial issues facing entrepreneurs
The process of Entrepreneurship
Venture Life Cycle

Read Leach & Melicher Chapter 1

Week 2: Analyzing New Ventures

How do you identify a potentially successful business?
The Venture Opportunity Screener (VOS)
Key Elements of the Business Plan

Read Leach & Melicher Chapters 2 and 3
Case: Hotmail

Week 3: No class. Professor Coleman will be attending a conference.

Week 4: Evaluating Financial Statements

Using Financial Ratios
Determining Strengths and Weaknesses
Comparative Analysis

Read Leach & Melicher Chapter 5
Case: Honest Tea #1

Week 5: Forecasting

Percentage of Sales Method
Scenario Analysis
Sensitivity Analysis
Determining AFN

Read Leach & Melicher Chapter 6
Case: Honest Tea #2

Week 6: Forecasting and Sources of Capital

Read Leach & Melcher, Chapter 12
Case: Zipcar

Week 7: Sources of Capital

Case: Cynthia Fisher and the Rearing of ViaCell

Week 8: Exam

Week 9: Valuation

Methods of Valuation
Asset Valuation
Income Valuation
DCF Method of Valuation
Determining a Terminal Value

Leach & Melicher, Chapter 9

Week 10: Valuation and Sources of Capital

Going Public and The Investment Banking Process

Case: Boston Beer
Leach & Melicher, Chapter 11 and 13

Week 11: Working Capital Management

The Cash Flow Cycle

Case: Amazon.com
Leach & Melicher, Chapter 15

Week 12: Managing Growth

Case: Zoots-Financing Growth

Week 13: Financing New Technologies

Radha Jalan and ElectroChem

Week 14: Review

Week 15: Exam #2