

Starting New Ventures

MGT 388-001 | Fall 2022 | 3 Credit Hours

Lecture

Mr. Justin Moon

Contact Information

Instructor: Justin Moon

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Office Hours: By appointment

Prerequisites

UA Course Catalog Prerequisites:

MGT 386 (Grade of C- or better). With concurrency: MGT 387.

Course Description

Course Description and Credit Hours

Second of two courses describes in-depth each start-up stage, including legal forms, regulatory obligations, negotiating inputs, leadership, building a team, managing growth, and harvest strategies.

“Starting New Ventures” is the third course in the ENT sequence following MGT386 and MGT 387. Through this course we cover the “plan and pitch” start-up process for forming a new entrepreneurial venture, including legal forms, regulatory obligations, resource inputs, leadership, building a team, managing growth, and harvesting value. The course combines limited traditional classroom lecture and discussion with extensive hands-on project-based activities to provide students with practical knowledge of the new venture formation process. This knowledge may be used to facilitate the future practice of entrepreneurship in either a new venture startup or corporate venturing spinoff context. This course is designed to provide you with a “realistic” view of the startup experience building on the concepts, tools, and frameworks acquired in earlier courses in the business school to identify and assess potentially valuable problem/solution opportunities, evaluate the feasibility and attractiveness of those opportunities, and how to plan and pitch a startup. The course simulates what a venture team would realistically experience as part of an “incubator” program. During the semester, we’ll pay particular attention to the steps necessary to identify “worthy” problems with viable solution opportunities and the role that business modeling plays in their evaluation, as a means of discerning how a startup creates, delivers, and captures value. The objective of the course is to help you apply critical thinking, communication, and entrepreneurial skills as to identify, evaluate, plan, obtain funding, and launch an entrepreneurial venture.

Required Texts

Required Texts from UA Supply Store:

- FOUNTAIN / (eBook) Launching Successful Ventures (**E - Book**)
- FOUNTAIN / LAUNCHING SUCCESSFUL VENTURES (**Required**)

Course Objectives

Starting New Ventures involves organizing, developing, managing, and assuming risks associated with the startup of a new business venture. Entrepreneurs seeking to start a new venture are measured risk-takers who create value—social and/or economic value—by identifying a *problem worth solving* for a specific market segment and then taking steps to solve the problem with a solution set that customers value and with strategies for growth that enable the startup to achieve a sustainable competitive advantage.

This course involves interactive class discussions/lectures and readings/videos organized around key topics for starting a new venture; presentations by entrepreneurs, private equity investors, and professionals from services firms who will share valuable insights about entrepreneurship and the startup experience; a team project that includes preparation of a business model/plan, financial projections for a startup business idea, and a pitch to potential investors; and several other thought-provoking assignments. As such, this course provides a holistic view of entrepreneurship and the startup experience integrated from a number of different disciplines. Much of the course is devoted to helping your team research, develop, and pitch a high-potential new venture.

We cover the new venture startup process from identification of potentially valuable “solution opportunities” to planning a new venture designed around a problem/solution set that customers value, to pitching the venture opportunity investors for funding, and planning for its launch. Our key learning objectives are to connect learning with “real world” practice, and challenge you to apply principles, concepts, and frameworks to research, plan, and pitch solutions to real world problems. These concepts and frameworks will help you to understand how to evaluate opportunities, determine funding and other resource needs, and to apply structure to complex and unstructured problems in business strategy in order to provide a solid foundation for entrepreneurial decision-making. On completion of the course, you should be able to:

1. Understand what makes a “good” idea potentially “great,” i.e. recognize, assess, and distinguish good startup business ideas and/or opportunities from weak ones
2. Understand the startup process and the steps needed to convert a concept, idea, and/or opportunity into a viable business opportunity
3. Navigate the process of business model design and the preparation and pitch of a business plan to investors
4. Distinguish top strategic priorities, major milestones, and key risks associated with the new venture
5. Identify how startup finance works, understand how to create financial and related business forecasts, and determine where and how early-stage businesses find needed capital
6. Prepare and present professional analyses and recommendations, both written and oral

Student Learning Outcomes

1. Enhance the experiential and in-depth examination of the challenges involved in identifying and assessing an entrepreneurial venture, in a business-to-business or

business-to-consumer settings.

2. Develop critical thinking to assess ideas and determine their economic viability.
3. Provide students with the understanding of different entrepreneurial frameworks
4. Focus on knowledge building skills which enable entrepreneurs to pursue opportunities, form effective teams and resulting in an effective opportunity assessment of a business idea.
5. Use a new venture discovery focus to enhance research, exploration and validation to move from idea to action.
6. Exposure to preliminary prototypes for a new product or service using the (business model - product - market) process.

Other Course Materials

Additional readings could be required. A list will be provided to you along with a class schedule.

Outline of Topics

- Entrepreneurial Ventures
- Creativity and Market Viability
- Industry and Competitive Analysis
- New Venture Marketing
- The Financial Plan
- Cash Flow Management
- Forms of Ownership
- Forms and Sources of Capital
- Pitching the Venture
- Structuring Deals
- Harvesting the Venture

Exams and Assignments

Four exams throughout the semester. The exams compose 60% of your grade (15% each). Exams will be administered on Blackboard. Respondus Lockdown Browser is required.

Grading Policy

Grading Scale:

A+ 970-1000 B+ 870-899 C+ 770-799 D+ 670-699
A 930-969 B 830-869 C 730-769 D 630-669
A- 900-929 B- 800-829 C- 700-729 D- 600-629
0-599 Hopefully Not!!

Policy on Missed Exams and Coursework

Students must take all exams on the scheduled dates during your class time. No early or late exams will be given unless there is a university excused absence.

All assignments are considered late if not turned in at the designated time. **Late assignments will not be accepted and will result in a zero for the grade.**

Attendance Policy

This class will be conducted in person following Covid 19 protocols. A lot of success in life is achieved by showing up when opportunities arise and being alert to those opportunities. Our class is one of those life opportunities. I expect you to show up on time and be alert and participate in class discussions. I will take roll for each class and begin doing so promptly at the time for class to start. I will be ready to teach at the beginning of class and I expect you to be ready to learn. You must participate in class. You should not leave class early. Entering class late without a University sponsored excused is an unexcused tardy. **A tardy counts as an absence.** You are allowed two absences/tardies for the semester and each after the two allowed count off one point on your semester grade. The only excused absences are for medical/personal reasons approved by the registrar or academic related travel approved by the University. You must present appropriate documentation for excused absences.

You should plan to participate in class. The best entrepreneurial skills are developed from being **active** not passive. If you have difficulty speaking in groups/class, please notify me early on in the semester so that you can learn some skills for public interaction. This is an important component of being an effective professional business person. Use this class as your opportunity to learn how to speak up in front of people.

It is your responsibility to look through the course syllabus/schedule and inform me at least one week in advance of any conflict you may have. It is very important that I'm made aware of your absence PRIOR to your absence. Documentation of the absence for medical/personal reasons or academic related travel is needed for an excused absence.

Notification of Changes

The instructor will make every effort to follow the guidelines of this syllabus as listed; however, the instructor reserves the right to amend this document as the need arises. In such instances, the instructor will notify students in class and/or via email and will endeavor to provide reasonable time for students to adjust to any changes.

Statement on Academic Misconduct

Students are expected to be familiar with and adhere to the official [Academic Misconduct Policy](#) provided in the Online Catalog.

Statement On Disability Accommodations

Contact the [Office of Disability Services \(ODS\)](#) as detailed in the Online Catalog.

Severe Weather Protocol

Please see the latest [Severe Weather Guidelines](#) in the Online Catalog.

Pregnant Student Accommodations

Title IX protects against discrimination related to pregnancy or parental status. If you are pregnant and will need accommodations for this class, please review the University's FAQs on the [UAct website](#).

Religious Observances

Under the Guidelines for Religious Holiday Observances, students should notify the instructor in writing or via email during the first two weeks of the semester of their intention to be absent from class for religious observance. The instructor will work to provide reasonable opportunity to complete academic responsibilities as long as that does not interfere with the academic integrity of the course. See full guidelines at [Religious Holiday Observances Guidelines](#).

UAct Statement

The University of Alabama is committed to an ethical, inclusive community defined by respect and civility. The UAct website (www.ua.edu/uact) provides extensive information on how to report or obtain assistance with a variety of issues, including issues related to dating violence, domestic violence, stalking, sexual assault, sexual violence or other Title IX violations, illegal discrimination, harassment, hate or bias incidents, child abuse or neglect, hazing, threat assessment, retaliation, and ethical violations or fraud.

Statement on COVID-19

All University faculty, staff, and students are expected to maintain a commitment to the health and safety of our campus community. Due to the current COVID-19 pandemic, specific health and safety standards are in place to minimize exposure and community spread on campus. In the interest of your health and safety and that of all UA students, faculty and staff, the University reserves the right to change the mode of instruction or schedule of instruction at any time, based upon prevailing public health and other guidance. While the method of delivery may change, educational instruction and opportunities will continue. As such, the University will not provide a refund of tuition, in whole or in-part, based on any such changes. Detailed information on changes in format or schedule can be found at studentaccounts.ua.edu and financialaid.ua.edu.

UA students, faculty and staff are required to comply with University Spring 2022 Operations (<https://healthinfo.ua.edu/news/university-spring-2022-operations/>) guidance regarding face coverings and other measures.

Getting vaccinated is the best way to [Protect Our Herd](#). COVID-19 vaccines are being administered by the [University Medical Center, the Student Health Center](#) and various businesses and healthcare providers.

Wellness Resources

College can be a stressful time

If you or someone you know is facing a challenging time or dealing with academic or personal stress, anxiety, depression, or other concerns, we strongly encourage and support you to seek assistance or to help friends find the care that they may [need](#).

Also, If you are experiencing a personal crisis and need urgent assistance, you can also contact the following resources:

Counseling Center

- Monday-Friday during routine Center hours (205-348-3863).
- Weekends, holidays, after-hours (contact UAPD at 205-348-5454 and ask to speak with the on-call counselor).
- You may also text BAMA to 741-741 to text with a trained volunteer.

Women and Gender Resource Center

- Monday-Friday during routine Center hours (205-348-5040).
- Weekends, holidays, after-hours (contact UAPD at 205-348-5454 and ask to speak to the on-call advocate for the WGRC).