

Syllabus

SCHOOL OF BUSINESS AND MANAGEMENT
ENT 640: New Venture Implementation

3 Credits
Effective: Winter 2017/2018

Access to the Internet is required.
All written assignments must be in Microsoft-Word-compatible formats.
See the library's APA Style Guide tutorial for a list of resources that can help you use APA style.

FACULTY

Faculty Name: FACULTY NAME

Contact Information: CONTACT INFORMATION

[INSTRUCTOR MAY INSERT PERSONAL MESSAGE IF DESIRED]

COURSE DESCRIPTION

In today's online world, marketing and funding have been transformed. The course examines the skills and tools entrepreneurs need for bootstrap marketing in their firms, this includes funding marketing, distribution, customer service, and promotion. Marketing, legal and human resource issues for new businesses are covered. The capstone project includes posting the proposed new business pitch on a crowd-funding site.

COURSE RESOURCES

Required and recommended resources to complete coursework and assignments are available from the [Course Document Lookup](#).

CITYU LEARNING GOALS

This course supports the following City University learning goals:

- Strong communication and interpersonal skills

COURSE OUTCOMES

In this course, learners:

- Analyze different distribution channels.
- Develop an investor pitch story executed on a crowdfunding platform
- Assess legal considerations in implementing the business.
- Identify marketing strategies and tactics that are especially relevant to start-up businesses.
- Evaluate team building and diversity needs for a new business.

CORE CONCEPTS, KNOWLEDGE, AND SKILLS

- Bootstrap and launch marketing
- Distribution planning
- Investor pitch presentations
- Legal issues such as agreements
- Team building and diversity

OVERVIEW OF COURSE GRADING

The grades earned for the course will be derived using City University of Seattle's decimal grading system, based on the following:

<i>Overview of Required Assignments</i>	<i>% of Final Grade</i>
Marketing Distribution Analysis with legals agreements	15%
Team building plan paper	10%
Marketing Strategies and Tactics paper	20%
Crowdfunding pitch presentation	40%
Instructor Determined Activities	15%
TOTAL	100%

SPECIFICS OF COURSE ASSIGNMENTS

The instructor will provide grading rubrics that will provide more detail as to how this assignment will be graded.

Marketing Distribution Analysis with legals agreements

Students will compare different distribution channels in a table with the pros and cons of each distribution method and include a paper providing supporting reasoning and research. The analysis of the pros and cons should be applicable to the start-up example used in previous courses and should include industry analysis of the distribution methods. The student will review distribution channels at different phases of the business. The paper will include a sample agreement with a distribution partner with supporting research for the agreement. Student may substitute an online legal agreement with the customer if the recommended distribution is only direct distribution. The paper should be two to four pages double-spaced in 12 pt. Times New Roman font. The table and paper must each include at least three different professional or academic resources and completed in APA style. The references must be from professional or academic secondary resources.

<i>Components</i>	<i>% of Grade</i>
Appropriate analysis, evaluation, and synthesis of different distribution channels	25%
Conclusions and recommendations are congruent with the analysis	25%
Quality of the sample agreement	25%
References	15%
Writing Mechanics	10%
TOTAL	100%

Team building plan paper

Students will research and identify the best practices in team building and promoting diversity. Students will include methods in attracting talent. Students will support their analysis of team building issues with a minimum of three public professional resources. The paper should be written double-space in 12 pt.

Times New Roman font and range from 3 to 5 pages.

<i>Components</i>	<i>% of Grade</i>
Appropriate analysis, evaluation, and synthesis of importance of team building and promoting diversity	40%
Clear explanation of best practices	25%
Writing Mechanics	15%
References	20%
TOTAL	100%

Marketing Strategies and Tactics paper

Students will develop marketing strategies and corresponding tactics that are appropriate to the startup example used throughout the course. Students should include methods that fit their situation with a focus on launch and bootstrapping methods. The paper should include estimated expenses and expected results in a spreadsheet. The paper should be written double-space in 12 pt. Times New Roman font and range from 4 to 8 pages with an attached spreadsheet.

<i>Components</i>	<i>% of Grade</i>
Appropriate analysis, evaluation, and synthesis of marketing strategies and corresponding tactics that are appropriate to the startup example used throughout the course.	45%
Quantitative analysis for the marketing strategy	30%
Writing Mechanics	15%
References	10%
TOTAL	100%

Crowdfunding pitch presentation

Students will post in a crowdfunding platform a business pitch for funding. Students will assess which crowdfunding site would be the most appropriate for their business after contrasting available sites. Students will create a succinct story of their pitch including elements such as value proposition, team, and how the funds will be used. Students are not expected to publish the pitch just post it. While videos are not required, they are encouraged. Pitch should include rationale with research for the company/product. The instructor will provide more details in the course.

<i>Components</i>	<i>% of Grade</i>
Conclusions and recommendations are congruent with strategic analysis and logically supported	30%
Presentation	35%
References	10%
Appropriate analysis, evaluation, and synthesis of the each of the crowdfunding elements.	25%
TOTAL	100%

Instructor Determined Activities

Students are expected to contribute to the class on a regular basis through constructive participation. The elements considered in evaluating participation include: relevance of comments to the topics discussed, timely preparation for each class session, respectful communication skills, contributions toward the

positive development of the class, and questions and comments that are relevant to the topics discussed.

<i>Components</i>	<i>% of Grade</i>
Adds insightful or new ideas, comments, or questions relevant to the activity and/or other students' posts	45%
Meets requirements of the activity in a timely manner	35%
References	10%
Writing Mechanics	10%
TOTAL	100%

COURSE POLICIES

Late Assignments

LATE ASSIGNMENT

Participation

PARTICIPATION

Professional Writing

Assignments require error-free writing that uses standard English conventions and logical flow of organization to address topics clearly, completely, and concisely. CityU requires the use of APA style.

UNIVERSITY POLICIES

You are responsible for understanding and adhering to all of City University of Seattle's academic policies. The most current versions of these policies can be found in the [University Catalog](#) that is linked from the CityU Web site.

Title IX Statement

City University of Seattle and its faculty are committed to supporting our students and seeking an environment that is free of bias, discrimination, and harassment. If you have encountered any form of sexual misconduct (e.g. sexual assault, sexual harassment, stalking, domestic or dating violence), we encourage you to report this to the University. If you speak with a faculty member about an incident of misconduct, that faculty member must notify CityU's Title IX coordinator and share the basic fact of your experience. The Title IX coordinator will then be available to assist you in understanding all of your options and in connecting you with all possible resources on and off campus.

To view CityU'S sexual misconduct policy and for resources, please visit the [Campus Safety and Title IX Page](#) in the my.cityu.edu portal.

Scholastic Honesty

Scholastic honesty in students requires the pursuit of scholarly activity that is free from fraud, deception and unauthorized collaboration with other individuals. You are responsible for understanding CityU's policy on scholastic honesty and adhering to its standards in meeting all course requirements. A complete

copy of this policy can be found in the [University Catalog](#) in the section titled *Scholastic Honesty* under *Student Rights & Responsibilities*.

Attendance

Students taking courses in any format at the University are expected to be diligent in their studies and to attend class regularly.

Regular class attendance is important in achieving learning outcomes in the course and may be a valid consideration in determining the final grade. For classes where a physical presence is required, a student has attended if s/he is present at any time during the class session. For online classes, a student has attended if s/he has posted or submitted an assignment. A complete copy of this policy can be found in the [University Catalog](#) in the section titled *Attendance Policy for Mixed Mode, Online and Correspondence Courses*.

SUPPORT SERVICES

Disability Services Accommodations Statement

Students with a documented disability who wish to request academic accommodations are encouraged to contact Disability Support Services to discuss accommodation requests and eligibility requirements. Please contact Disability Support Services at disability@cityu.edu or 206.239.4752 or visit the [Disability Support Services](#) page in the my.cityu.edu portal. Confidentiality will be observed in all inquiries. Once approved, information about academic accommodations will be shared with course instructors.

Library Services

CityU librarians are available to help you find the resources and information you need to succeed in this course. Contact a CityU librarian through the [Ask a Librarian](#) service, or access [library resources and services online](#), 24 hours a day, seven days a week.

Smarthinking

As a CityU student, you have access to 10 free hours of online tutoring offered through Smarthinking, including writing support, from certified tutors 24 hours a day, seven days a week. Contact CityU's Student Support Center at help@cityu.edu to request your user name and password.