

**MASTER SYLLABUS**  
**Department of Business Administration, Sonoma State University**  
**BUS 451, Entrepreneurship/Small Business Management (4)**

**I. Catalogue description:** Intended for prospective entrepreneurs wishing to start a new business and/or participate in the management of a small, ongoing company during its early months. Also appropriate for students interested in consulting, banking, or investing in small companies. Emphasis on the preparation of realistic, action-oriented business plans necessary for presentations in organizing and financing.

**II. Prerequisite:**

BUS 360 or consent of the instructor.

Justification: This is an elective course that potentially draws upon all of the DBA core courses and stresses complex and interdisciplinary applications of the combined theories and experiences of these basic courses. This course requires extensive case write-ups and numerous class presentations that draw upon multifunctional approaches to developing new businesses creatively.

**III. Course learning outcomes:** After taking this course, you should have:

- A. Demonstrated your ability to integrate the concepts of management, marketing, finance, accounting, economics and information systems to analyze interdisciplinary case and simulated management situations.
- B. Engaged in venture feasibility analysis and business planning within a dynamic business environment.
- C. Reviewed current social, legal and ethical issues that confront founders of new businesses.
- D. Reviewed selected key venture formation concepts and tools, including idea generation and opportunity scoping, and applied these in complex business situations.
- E. Applied analytical, decision-making, and communication skills to problems of managing a new high growth venture or small business.
- F. Demonstrated your ability to function as an effective member of a management team.

**IV. Course materials:** A textbook in small business and entrepreneurship, cases, related readings in new venture creation, and/or a business plan.

**V. Teaching methods:** Lectures, discussions, case analyses, video cases, computer-based management simulations, outside-of-class case analyses, group projects, quizzes on the text and readings, and selected guest speakers who are founders of new ventures or service providers to same. Case studies and/or business plans for students to evaluate are required to effectively teach this course.

**VI. Evaluation tools:** Examinations, evaluations of case write-ups, presentations, results of venture feasibility analysis, quizzes on lecture material and readings, and peer evaluations and feedback.

**VII. Course content:**

**A. Course topics:**

1. Definition of entrepreneurs vs. small business owners
2. The importance of small business in national and global contexts
3. Idea generation processes: high-growth ventures v. lifestyle ventures
4. Opportunity scoping — distinguishing ideas from opportunities
5. Developing a strategic vision, mission, and objectives
6. Creating the venture team; leading v. managing
7. Industry and competitive analysis; strategy and competitive advantage
8. Market forecasting, pricing and margin analyses
9. Legal structure; financing small ventures
10. Financial ratio analysis; *pro forma* modelling
11. Intrapreneurship
12. Project management; presentations; use of visual aids
13. Ethics and social responsibility

**B. Interdisciplinary content:**

Topic*	Minimum Number of Class Hours Devoted to Topic	Required Graded Work Other Than Exams?
International/Global	1	Yes
Ethical issues	3	Yes
Social issues	3	Yes
Political issues	3	Yes
Legal/regulatory issues	3	Yes
Environmental issues	2	Yes
Technology issues	2	Yes
Demographic diversity	1	Yes

\*All of these issues may be brought to bear in completing a case analysis, venture feasibility analysis or a business plan project.

**C. Interdisciplinary skills:**

Skill†	Required Graded Work Other Than Exams?
Oral communication	Yes
Written communication	Yes
Critical thinking	Yes
Working in teams	Yes

† Each of these skills will be demonstrated in case presentation, case analysis, team presentation of venture feasibility analysis or business plans, and classroom discussions.