

BUSI 500 ENTREPRENEURSHIP AND BUSINESS PLANNING

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Office Hours: By Appointment

Course Materials:

Shoe Dog Phil Knight \$15 (also available at the library)

Disciplined Entrepreneurship Bill Aulet \$15 to \$25 (also available at the library)

Description:

The purpose of this course is to give the student a broad understanding of entrepreneurship and to introduce the important tools and skills necessary to create and grow a venture. The course is designed to study and simulate the real life activities of entrepreneurs in the start-up stage of a new venture. Student teams will develop a new venture concept and determine if a demand exists for their concepts product or service. Importantly, the course facilitates networking with entrepreneurs and other students who are considering becoming entrepreneurs.

Specific Objectives:

Successful students in this course will be able to:

1. Describe the process of entrepreneurship as an activity originating from market need, the creative recognition of opportunity, and innovative problem solving in the business environment.
2. Understand how innovation and competitive advantage contribute value to new business products and services.
3. Understand the entrepreneurial traits and skills needed in entrepreneurial ventures.
4. Through extensive customer discovery, evaluate the opportunities of a selected venture idea along with the constraints on its feasibility.

Honor Code

All students are expected to follow the guidelines of the UNC Honor Code. In particular, students are expected to refrain from “lying, cheating, or stealing” in the academic context. If

you are unsure about which actions violate the Honor Code, please see me or consult studentconduct.unc.edu.

AI Use Prohibited

The use of generative AI tools are not permitted in this class; therefore, any use of AI tools for work in this class may be considered a violation of the University's Academic Honesty policy and Student Conduct Code, since the work is not your own.

ASSIGNMENTS AND ACTIVITIES:

Class Participation and Contribution (15%) – The participation grade will include discussions as well as your participation as an audience for classmates and guest speakers. The importance of participation cannot be over-emphasized. Consider the class a safe environment to test ideas and thoughts. Factored into your participation grade will be any assigned activities including your 5 potential Business Ideas submission.

Entrepreneur Observation/Research Report (20%) - You are to observe and do research on an entrepreneur of your choice. This individual will have started an entrepreneurial company and will be willing to you to observe them in their daily business activities. You are then required to write a four to five page paper (double spaced – 12 point font) **DUE MARCH 26TH** that provides:

1. A description of the company – product/service, background, location, number of employees and value proposition.
2. A description of the entrepreneur and his/her background
3. How did they develop the target market/marketing plan of the company. Did they use customer centric techniques or did they build it hoping customers would come.
4. The financial plan- where did they get their funding, are they on target to meet their plan, where should they be in the next five years.
5. Your assessment of the entrepreneur. What is he/she doing well or not well, does he/she have the skill sets to move the venture forward.
6. Your thoughts on the future success/failure of the company – justify your position.

Team Business Canvas Presentation(40%) - Teams of approximately three to five students will undertake the project. Each team will identify an intriguing business idea and determine if it is a potentially viable business opportunity by doing extensive customer discovery interviews.

The major deliverable for this project will be a presentation showing how the idea was originally charted on a Business Canvas and then presenting how the idea morphed after multiple rounds of customer discovery by showing multiple iterations of the Business Canvas.

Book Report (15%) - Read *Shoe Dog* by Phil Knight DUE THURSDAY March 7th

The paper will be a total of 5 to 7 double spaced pages. You will choose one question from **EACH** category and respond. Please **CLEARLY IDENTIFY** what questions you are answering.

Category A

1. Do you believe Phil Knight conducted his business ethically? What, if any, ethical code does Phil Knight live by?
2. How would you characterize Phil Knight's leadership style? Was it effective? Was it fair to all involved? Do you believe it could be improved, if so, how?
3. What surprised you most about the Nike story?

Category B

1. What expertise did Phil Knight bring to the table when starting his business? What do you believe was most responsible for his success? What does he believe is most responsible?
2. Did Phil Knight and Nike (or Blue Ribbon) know their customer well? What was the most important factor in Nike's successful customer relationships?
3. What point do you think the company was in most peril and why?

Class Speaker Paper (10%) - You are required to write a 3 page paper on your favorite speaker that came to our class and what they taught you. There are no limits to who you can choose, but you must be clear as to why you selected them and what you learned.

Team Projects

I fully expect that you will manage your own teams. Final responsibility for making sure everyone does his/her share of the work rests with the team members. A team evaluation will be distributed at the end of class.

Gadget Policy

Laptop computers or other electronic devices (phones, PDAs, etc) may not be used while class is in session. During class sessions they should be closed, disconnected from the network and placed out of view.

UBP Wellness coaching Services

In the UBP, Wellness Coaches work with students to co-create action-oriented goals based on the habits they'd like to change, and provide accountability and support as students work towards these goals. Wellness Coaching typically lasts for between 3 to 6 sessions and is a free service for all UBP students. Coaching may also be used as a bridge to additional services if it seems students could benefit from resources and support outside the scope of a brief, goal-oriented space. Sign-up for UBP Wellness Coaching to learn more about your wellbeing or other mental health resources on campus! You can also email wellness@kenan-flagler.unc.edu to get started. To explore additional wellness resources or a calendar of wellness events, check out the UBP SharePoint: <https://kenanflaglerunc.sharepoint.com/sites/ubp/SitePages/Student-Wellness.aspx>

Counseling and Psychological Services

UNC-Chapel Hill is strongly committed to addressing the mental health needs of a diverse student body. The Heels Care Network website is a place to access the many mental health resources at Carolina. CAPS is the primary mental health provider for students, offering timely access to consultation and connection to clinically appropriate services. Go to their website <https://caps.unc.edu/> or visit their facilities on the third floor of the Campus Health building for an initial evaluation to learn more. Students can also call CAPS 24/7 at 919-966-3658 for immediate assistance.

Title IX

Any student who is impacted by discrimination, harassment, interpersonal (relationship) violence, sexual violence, sexual exploitation, or stalking is encouraged to seek resources on campus or in the community. Reports can be made online to the EOC at <https://eoc.unc.edu/report-an-incident/>. Please contact the University's Title IX Coordinator (Elizabeth Hall, interim – titleixcoordinator@unc.edu), Report and Response Coordinators in the Equal Opportunity and Compliance Office (reportandresponse@unc.edu), Counseling and Psychological Services (confidential), or the Gender Violence Services Coordinators (gvsc@unc.edu; confidential) to discuss your specific needs. Additional resources are available at safe.unc.edu.

Accessibility Resources and Services (Required)

The University of North Carolina at Chapel Hill facilitates the implementation of reasonable accommodations, including resources and services, for students with disabilities, chronic medical conditions, a temporary disability or pregnancy complications resulting in barriers to fully accessing University courses, programs and activities.

Accommodations are determined through the Office of Accessibility Resources and Service (ARS) for individuals with documented qualifying disabilities in accordance with applicable state and federal laws. See the ARS Website for contact information: <https://ars.unc.edu> or email ars@unc.edu.

Course Schedule

I reserve the right to make changes to the syllabus, including project due dates and test dates. These changes will be announced as early as possible.

Date	Topic	Required Reading/Viewing/Task
1/11	Overview and Course Organization	
1/16	Idea Generation (developing an idea to solve a UNC problem)	Talk to at least 10 UNC community members about their problems Steps 1-3 Disciplined Entrepreneurship
1/18	Customer Development vs Product Development Who is your Customer?	Talk to at least 10 UNC community members about their problems Steps 1-3 Disciplined Entrepreneurship
1/23	Nancy Lovas, MLS, MBA Researching Your Customer Put the Resources of the Bschooll to Work	Talk to at least 10 UNC community members about their problems
1/25	Old Bplan vs. New Bplan Maitland	Review Lean Canvas in files
1/30	IDEA BAKE OFF	
2/1	Joshua Esnard, Inventor and CEO The Cut Buddy Patents, Going Viral and Shark Tank	

2/6	Daniel Swimm CandleScience- Customer Discovery and other stories
2/8	Josh Esnard (part II) The Cut Buddy Scaling
2/13	WELL BEING DAY
2/15	Financing Maitland
2/20	Team Work Session
2/22	Alex Brandwein- Master of Bagel Administration
2/27	Intellectual Property Overview Maitland
2/29	Basics of Actual Starting a Business Entity Formation, Licenses, EIN etc.
3/5	Team Work Session
3/7	Wil Brawley – Schedulefly Less is More, Cybercrime
3/19	SHOE DOG Discussion
3/21	Charlie Farris - Jersey Mike's and Al's.
3/26	Business Contracts Maitland
3/28	Team Work Session
4/2	Jon Mills - NGO Entrepreneurship

4/4	Team Work Session
4/9	Ethics
4/11	Exiting/Business Contracts II
4/16	Team Work Session
4/18	TBD
4/23	Final Presentations
4/25	Final Presentation
4/30	Class review
LDOC	