

BUSI505: Entrepreneurial Consulting

[Jump to Today](#) [Edit](#)

BUSI 505: Entrepreneurial Consulting

Instructor: Chijioge Nwogu, chijioge_nwogu@kenan-flagler.unc.edu (mailto:chijioge_nwogu@kenan-flagler.unc.edu)

Office Hours: [book a 30 minute appointment with me](#) (<https://calendly.com/chinwogu/30-mins-w-chi>)

TA: TBD

Meeting Times: T/Th: 12:30PM

Location: McColl Building - Rm 4731

Textbook: No textbook for this experiential education course, but there is considerable outside-of-class teamwork.

Welcome to BUSI 505 Video.

<https://youtu.be/rq-R4W0A0II> (<https://youtu.be/rq-R4W0A0II>)

BUSI 505 - Welcome to Class



[Minimize Video](#)

Download the [BUSI 505 Static Syllabus](#) ([https://documentcloud.adobe.com/link/track?](https://documentcloud.adobe.com/link/track?uri=urn:aaid:scds:US:6f89b78e-f1fb-4d58-9ee3-41a168dcaed6)

[uri=urn:aaid:scds:US:6f89b78e-f1fb-4d58-9ee3-41a168dcaed6](https://documentcloud.adobe.com/link/track?uri=urn:aaid:scds:US:6f89b78e-f1fb-4d58-9ee3-41a168dcaed6)) (WARNING! This is a static document that will not reflect class and assignment adjustments. Due to the ever-changing fluidity of entrepreneurial

Course Chat



projects, there will definitely be changes in our schedule. Do not
Always check Canvas to stay up to date.)

COURSE DESCRIPTION

BUSI 505 Entrepreneurial Consulting is an experiential learning course where students apply their knowledge of core business principles to a strategic project in a startup. Students choose the startup that will be the subject of their project. They are assigned to teams based on their startup choices. Note that the course is focused on entrepreneurial strategy and may not be the best fit for students interested in general consulting. Many consulting skills are utilized in this course, focusing on the use of frameworks and the integration of the core business curriculum. Consulting for startups is very different from the language of management consulting, and that this may be an extra challenge for those with an emphasis in consulting.

COURSE GOALS

1. Give students the opportunity to test drive life in a startup, making tough decisions on too little information, dealing with complex problems, taking accountability and learning quickly.
2. Create an environment in which students must integrate core business concepts (marketing, finance, strategy, leading, operations, communications) into a strategic entrepreneurial project;
3. Equip entrepreneurial students with the skills and tools needed to assess their own future startup ideas, whether directly after graduation or, more often, later in their careers.

COURSE STRUCTURE

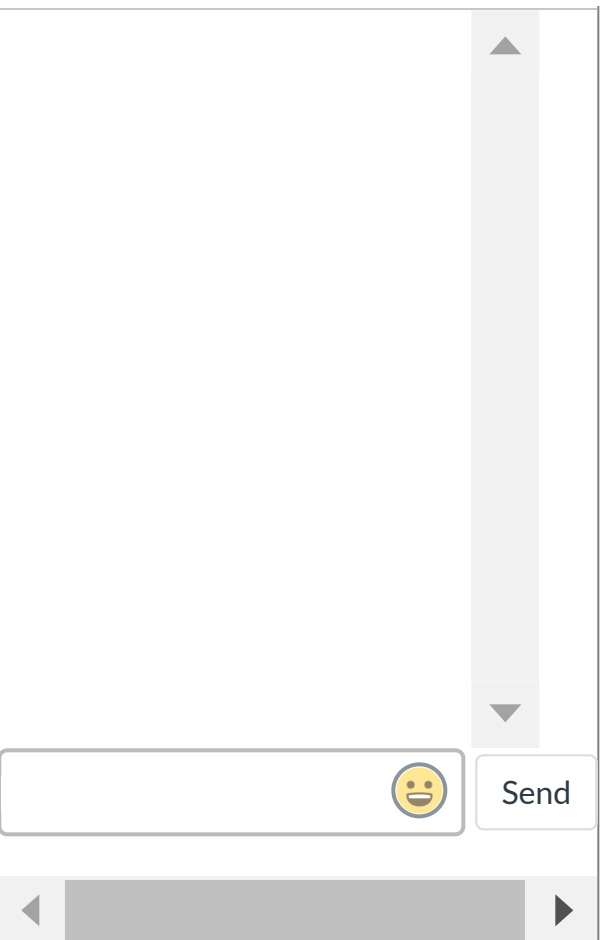
At the beginning of the semester, students will have the opportunity to choose the startup on which they will focus their semester-long projects. Once teams have formed, the course is divided into two phases: Discovery and Validation, each with a team deliverable. Students also have individual work requirements.

During the Discovery Phase, students research the value network of the startup, form growth strategy hypotheses and develop a plan for the semester. Most of the Validation Phase is spent outside of the classroom, with teams gathering data to validate or iterate their early hunches.

There is no textbook for BUSI 505.

GRADING OVERVIEW

1. **Homework and Participation** (20%, individual)
2. **Midterm: Discovery Presentation** (20%, team deliverable with individual component)
3. **Individual Research** (30%, individual)
4. **Final: Validation Presentation** (30%, team deliverable with individual component)



PREREQUISITE

While there are no prerequisites for BUSI 505, students must have completed several business disciplines: marketing, finance, operations, microeconomics, and communications, to identify and test growth strategies for start-ups.

Students enrolled in BUSI 554 Consulting Skills and Frameworks are encouraged NOT to enroll concurrently in BUSI 505 due to the differences in language between management consulting and entrepreneurship consulting.

TIME COMMITMENT AND ATTENDANCE

Attendance in class and at external team meetings is mandatory. A significant weekly meeting time outside of class (often on Sunday or Monday) is required. Significant time commitment throughout the semester. Student course has a heavy workload, but that it is worth it because of the experience. In other words, this is not an academic exercise. Your work will directly impact your team. This mimics an entrepreneurial career path: generally an immediate impact because of the impact.

INDIVIDUAL ASSESSMENT ON TEAM ASSIGNMENTS

Many assignments in BUSI 505 will include team deliverables. Your individual assessment will be a combination of an instructor evaluation and your peers' evaluations.

Instructor's Individual Evaluations: the instructor will evaluate your individual performance based on:

- Engagement during coaching sessions. I meet with teams weekly and can tell who is contributing. You should come to coaching sessions prepared and plan to participate actively.
- Contributions during in-class presentations. When your team is presenting in class, your individual performance is being evaluated, in particular your contribution toward your team's learning.
- Attendance and participation during all in-class discussions. Attendance is absolutely mandatory. Any session you miss is a burden on your team. It is your responsibility to make that up to your team.

Peer Evaluations: due by midnight following each team's graded deliverable, peer evaluations of individual team members' performance should be based upon:

- Presence – Attended at all team meetings.
- Preparation – Proactively collected new relevant data to bring to meetings (did not show up empty handed).
- Participation – Added value during the meeting, full engaged in the conversation (not distracted).

- Contribution – Increases the team's understanding (not teammates").

HONOR CODE

The University of North Carolina at Chapel Hill has had a strong commitment to academic integrity for over 150 years. Academic integrity is at the heart of Carolina and we uphold the ideals of honor and integrity. In BUSI 505, the focus is on **teamwork**. All students must honestly and accurately represent their work on the team. You are also accountable to your teammates on the team. All students must honestly evaluate your own performance and the performance of your teammates on peer evaluations. Note that failing to provide fair and giving everyone equal points is a failure of integrity and a violation of the honor code.

UNC Kenan-Flagler Syllabus Wellness Statement

As a student, you may experience a range of challenges that can impact your academic and personal life, including strained relationships, increased stress and anxiety, substance use, and/or lack of motivation. You may experience these challenges considering the things happening nationally and globally during this time. These challenges have the capacity to diminish your overall well-being and your ability to participate in daily activities.

Recognizing the signs and symptoms of mental or emotional health and wellness concerns can help you or others to seek care that can help. Here are some signs that may be reasons for concern:

1. Feeling hopelessness, worthlessness, depressed, angry or guilt
2. Withdrawal from friends, family, and activities that used to be fun
3. Changes in eating or sleeping patterns
4. Feeling tired or exhausted all of the time (Remember: Zoom fatigue is real!)
5. Trouble concentrating, thinking, remembering or making decisions
6. Restlessness, irritability, agitation or anxious movements or behaviors
7. Neglect of personal care
8. Reckless or impulsive behaviors (e.g., drinking or using drugs excessively or being unsafe in other ways)
9. Persistent physical symptoms (e.g., headaches, digestive problems or chronic pain) that do not respond to routine treatment
10. Thoughts about death or suicide*

Do your best to prioritize self-care in ways that are meaningful for you. This might include beginning (or maintaining) healthy habits, such as:

- eating well and routinely,
- engaging in physical activity consistently,

▲

▼

Send

- developing a healthy and responsible relationship with alcohol
- getting enough sleep, and
- carving out time daily to do something for yourself (that does not include assignments)

These behaviors are helpful for achieving your personal and academic goals and reducing the impacts of high levels of stress.

All of us benefit from support during times of struggle. There is a lot of support on campus and an important part of your college experience is learning to ask for help. Asking for support sooner rather than later can be the key to thriving here and beyond!

If you or anyone you know experiences any academic or personal struggles such as anxiety or depression, we strongly encourage you to seek out the following resources for support:

Felix Morton IV,

Wellness Specialist/Coach

UNC Kenan-Flagler

Email: felix_morton@kenan-flagler.unc.edu

(mailto:felix_morton@kenan-flagler.unc.edu)

Email: wellness@kenan-flagler.unc.edu

(<mailto:wellness@kenan-flagler.unc.edu>)

Phone: 919-962-9315

Coaching Sign-Up:
<https://unckf.titaniumhwc.com/>
(<https://unckf.titaniumhwc.com/>)

Online Wellness Resources:

[Kenan-Flagler Online Wellness Toolkit](#)

Counseling and Psychological Services (CAPS)

Location: James A. Taylor Building, 320 Emergency Room Dr.

Office Hours Phone: 919-966-3658 (8:00a – 5:00p)

After Hours Phone: 919-966-2281

Email: caps@unc.edu
(<mailto:caps@unc.edu>)

National Crisis Hotlines

National Suicide Prevention Lifeline: 1-800-273-8255

Crisis Text Line: Text 741741



Send




Accessibility Resources and Services

The University of North Carolina at Chapel Hill facilitates the ir accommodations, including resources and services, for studer conditions, a temporary disability or pregnancy complications i University courses, programs and activities.

Accommodations are determined through the Office of Access individuals with documented qualifying disabilities in accordan See the ARS Website for contact information: <https://ars.unc.edu> email ars@unc.edu (<mailto:ars@unc.edu>).

Scroll down for syllabus.

Course Summary:

Date	Details	
Mon Aug 15, 2022	 505 1a: Intro: You and a Startup (https://kenan-flagler.instructure.com/courses/3532789/assignments/38009649)	 Send
Tue Aug 16, 2022	 505 1b: Comments on You and a Startup (https://kenan-flagler.instructure.com/courses/3532789/assignments/38009659)	due by 12pm
	 505: Class Kick-Off + Introductions (https://kenan-flagler.instructure.com/calendar?event_id=7414427&include_contexts=course_3532789)	12:30pm to 1:45pm
Wed Aug 17, 2022	 505 2a: Startup Mini Deck (https://kenan-flagler.instructure.com/courses/3532789/assignments/38009649)	due by 9pm
Thu Aug 18, 2022	 505: Deeper Look into 505 Projects (https://kenan-flagler.instructure.com/calendar?event_id=7414417&include_contexts=course_3532789)	12:30pm to 1:45pm
Mon Aug 22, 2022	 505 3a: Rationale and Hunches (https://kenan-flagler.instructure.com/courses/3532789/assignments/38009648)	due by 9pm

Date	Details
Tue Aug 23, 2022	505: Team Formation (https://kenan-flagler.instructure.com/calendar?event_id=7414403&include_contexts=course_3532789)
	505: Email to Startup (https://kenan-flagler.instructure.com/courses/3532789/assignments/38009677)
Wed Aug 24, 2022	505 4a: Revised Hunches and Team Feedback (https://kenan-flagler.instructure.com/courses/3532789/assignments/38009677)
	505: Optional Question or Concern Before Class #4 (https://kenan-flagler.instructure.com/courses/3532789/assignments/38009677)
Thu Aug 25, 2022	505: Hypothesizing and Challenging Strategies (https://kenan-flagler.instructure.com/calendar?event_id=7414404&include_contexts=course_3532789)
	505: Be Like Mike + Comp. Landscape (https://kenan-flagler.instructure.com/courses/3532789/assignments/38009670) due by 11:59pm
Mon Aug 29, 2022	505: First Team Meeting - Log it in! (https://kenan-flagler.instructure.com/courses/3532789/assignments/38009677) due by 11:59pm
	505: Research Challenge - Outside Perspective (https://kenan-flagler.instructure.com/calendar?event_id=7414405&include_contexts=course_3532789) 12:30pm to 1:45pm
Tue Aug 30, 2022	
Wed Aug 31, 2022	505 6: Research Challenge Takeaways (https://kenan-flagler.instructure.com/courses/3532789/assignments/38009644) due by 11:59pm

Date	Details	
Thu Sep 1, 2022	 505: IDEA - skills works Interviewing (https://kenan-flagler.instructure.com/calendar?event_id=7414401&include_contexts=course_3532789)	
Mon Sep 5, 2022	 505: 2nd Team Meeting in! (https://kenan-flagler.instructure.com/courses/3532789/assignments/38009689)	
Tue Sep 6, 2022	 University Wellness Day (https://kenan-flagler.instructure.com/calendar?event_id=7414398&include_contexts=course_3532789)	
Wed Sep 7, 2022	 505 7: Startup Pre Kick-Off Meeting (https://kenan-flagler.instructure.com/courses/3532789/assignments/38009689)	 Send
	 505: Reminder Email to Startup (https://kenan-flagler.instructure.com/courses/3532789/assignments/38009689)	
Thu Sep 8, 2022	 505: Kick-Off Meeting Prep (https://kenan-flagler.instructure.com/calendar?event_id=7414406&include_contexts=course_3532789)	12:30pm to 1:45pm
Mon Sep 12, 2022	 505: 3rd Team Meeting (https://kenan-flagler.instructure.com/courses/3532789/assignments/38009689)	due by 11:59pm
Tue Sep 13, 2022	 505: Startup Kick-Off Meeting (https://kenan-flagler.instructure.com/calendar?event_id=7414428&include_contexts=course_3532789)	12:30pm to 1:45pm
	 505: Thank You Email to Startup (https://kenan-flagler.instructure.com/courses/3532789/assignments/38009689)	due by 9pm
Wed Sep 14, 2022	 505 8: Discovery PPT 1st Draft (https://kenan-flagler.instructure.com/courses/3532789/assignments/38009689)	due by 11:59pm

Date	Details	
Thu Sep 15, 2022	 505: Intro to Breakout Strategy Meetings (https://kenan-flagler.instructure.com/calendar?event_id=7414418&include_contexts=course_3532789)	
Sun Sep 18, 2022	 505: Weekly Research #1 (https://kenan-flagler.instructure.com/courses/3532789/assignments/38009695)	
Mon Sep 19, 2022	 505: Book 60-Minutes with Kenan-Flagler (https://kenan-flagler.instructure.com/courses/3532789/assignments/38009669)	
Tue Sep 20, 2022	 505: Breakout Strategy Meetings (https://kenan-flagler.instructure.com/calendar?event_id=7414408&include_contexts=course_3532789)	
Wed Sep 21, 2022	 505 8: Discovery PPT 2nd Draft (https://kenan-flagler.instructure.com/courses/3532789/assignments/38009669)	
Thu Sep 22, 2022	 505: Breakout Strategy Meetings (https://kenan-flagler.instructure.com/calendar?event_id=7414409&include_contexts=course_3532789)	12:30pm to 1:45pm
Fri Sep 23, 2022	 505: 60-Minute Pre-Midterm Meetings (https://kenan-flagler.instructure.com/courses/3532789/assignments/38009666)	due by 11:59pm
Sun Sep 25, 2022	 505: Weekly Research #2 (https://kenan-flagler.instructure.com/courses/3532789/assignments/38009695)	due by 11:59pm
Mon Sep 26, 2022	 505 10a: Discovery PPT 3rd Draft (https://kenan-flagler.instructure.com/courses/3532789/assignments/38009647)	due by 9pm
Tue Sep 27, 2022	 505: Breakout Strategy Meetings (https://kenan-flagler.instructure.com/calendar?event_id=7414419&include_contexts=course_3532789)	12:30pm to 1:45pm

Course Chat

Date	Details
Thu Sep 29, 2022	 505: Breakout Strategy Meetings (https://kenan-flagler.instructure.com/calendar?event_id=7414410&include_contexts=course_3532789)
Tue Oct 4, 2022	 505: Breakout Strategy Meetings (https://kenan-flagler.instructure.com/calendar?event_id=7414420&include_contexts=course_3532789)  505: UPDATED Draft or I VERSION (optional) (https://kenan-flagler.instructure.com/courses/3532789/assignments/3800967)
Thu Oct 6, 2022	 505: Breakout Strategy Meetings (https://kenan-flagler.instructure.com/calendar?event_id=7414402&include_contexts=course_3532789)
Sun Oct 9, 2022	 505: Weekly Research # (https://kenan-flagler.instructure.com/courses/3532789/assignments/3800969) due by 11:59pm
Tue Oct 11, 2022	 505: MIDTERM: DISCOVERY PPT (https://kenan-flagler.instructure.com/courses/3532789/assignments/3800968) due by 12pm
	 505: MIDTERM DISCOVERY PRESENTATIONS (https://kenan-flagler.instructure.com/calendar?event_id=7414424&include_contexts=course_3532789) 12:30pm to 1:45pm
Wed Oct 12, 2022	 505: Discovery Phase Individual Assessment (https://kenan-flagler.instructure.com/courses/3532789/assignments/3800967) due by 11:59pm
Thu Oct 13, 2022	 505: Breakout Strategy Meetings (https://kenan-flagler.instructure.com/calendar?event_id=7414415&include_contexts=course_3532789) 12:30pm to 1:45pm

Date	Details	
Sun Oct 16, 2022	 505: Weekly Research # (https://kenan-flagler.instructure.com/courses)	
Mon Oct 17, 2022	 505 11a: Individual Rese Plan (https://kenan-flagler.instructure.com/courses)	
Tue Oct 18, 2022	 505: From Discovery to Validation (https://kenan-flagler.instructure.com/calendar?event_id=7414429&include_co)	
Wed Oct 19, 2022	 505 13: Survey Step1: T Interview Questions (https://kenan-flagler.instructure.com/courses)	
Thu Oct 20, 2022	 505: NO CLASS - FALL I (https://kenan-flagler.instructure.com/calendar?event_id=7414411&include_contexts=course_3532789)	 Send
Sun Oct 23, 2022	 505: Read Announcement and Followed Instructions (https://kenan-flagler.instructure.com/courses/3532789/assignments/38009684)	due by 11:59pm
Mon Oct 24, 2022	 505: Weekly Research Report #5 (https://kenan-flagler.instructure.com/courses/3532789/assignments/38009699)	due by 11:59pm
Tue Oct 25, 2022	 505 12: Updated Research Plan (https://kenan-flagler.instructure.com/courses/3532789/assignments/38009642)	due by 9pm
	 505: Breakout Strategy Meetings (https://kenan-flagler.instructure.com/calendar?event_id=7414414&include_contexts=course_3532789)	12:30pm to 1:45pm
	 505 14: Survey Step 2: Draft (https://kenan-flagler.instructure.com/courses/3532789/assignments/38009655)	due by 11:59pm
Course Chat		

Date	Details	
Wed Oct 26, 2022	 505 14: Updated Survey, Deploy Test (https://kenan-flagler.instructure.com/courses	
Thu Oct 27, 2022	 505: Breakout Strategy Meetings (https://kenan-flagler.instructure.com/calendaevent_id=7414430&include_co	
Fri Oct 28, 2022	 505 15a: Best Findings (https://kenan-flagler.instructure.com/courses	
Sun Oct 30, 2022	 505: Weekly Research R #6 (https://kenan-flagler.instructure.com/courses	
Mon Oct 31, 2022	 505 16: Discovery PPT - Flip? (https://kenan-flagler.instructure.com/courses	 Send
Tue Nov 1, 2022	 505: Breakout Strategy Meetings / In the Field Research (https://kenan-flagler.instructure.com/calendar?event_id=7414413&include_contexts=course_3532789)	12:30pm to 1:45pm
	 505: UPDATED - Nothing to Turn In (https://kenan-flagler.instructure.com/courses/3532789/assignments/38009692)	due by 11:59pm
Thu Nov 3, 2022	 505: Breakout Strategy Meetings (https://kenan-flagler.instructure.com/calendar?event_id=7414412&include_contexts=course_3532789)	12:30pm to 1:45pm
Sun Nov 6, 2022	 505: Weekly Research Report #7 (https://kenan-flagler.instructure.com/courses/3532789/assignments/38009702)	due by 11:59pm
Tue Nov 8, 2022	 505: In-Class Meetings (https://kenan-flagler.instructure.com/calendar?event_id=7414421&include_co	12:30pm to 1:45pm
Course Chat		

Date	Details	
Thu Nov 10, 2022	 505: Breakout Strategy Meetings (https://kenan-flagler.instructure.com/calendar?event_id=7414422&include_contexts=course_3532789)	
Mon Nov 14, 2022	 505: Research PPT (update) (https://kenan-flagler.instructure.com/courses/3532789/assignments/38009660)	
Tue Nov 15, 2022	 In-Class Meetings (virtual) (https://kenan-flagler.instructure.com/calendar?event_id=7414423&include_contexts=course_3532789)	
Thu Nov 17, 2022	 505: Breakout Strategy Meetings (https://kenan-flagler.instructure.com/calendar?event_id=7414407&include_contexts=course_3532789)	 Send
Tue Nov 22, 2022	 505: 1st Draft of Final (https://kenan-flagler.instructure.com/courses/3532789/assignments/38009660)	 
Mon Nov 28, 2022	 505: Book 30-Minute Meeting(s) w/Chi (https://kenan-flagler.instructure.com/courses/3532789/assignments/38009671)	due by 11:59pm
Tue Nov 29, 2022	 505: Breakout Strategy Meetings (https://kenan-flagler.instructure.com/calendar?event_id=7414416&include_contexts=course_3532789)	12:30pm to 1:45pm
	 505: Last Day of 505 Class - Mandatory (https://kenan-flagler.instructure.com/calendar?event_id=7414425&include_contexts=course_3532789)	12:30pm to 1:45pm
Wed Nov 30, 2022	 505: Meeting before Final (https://kenan-flagler.instructure.com/calendar?event_id=7414426&include_contexts=course_3532789)	9am to 5pm



Send

◀

▶

