

# New Jersey Institute of Technology

## School of Management

**Course Title:** New Venture Management  
**Course Number:** ENTR 410  
**Instructor:** Robert J. Ziese, J.D.  
[Bob@ziese.com](mailto:Bob@ziese.com)  
973-625-4559

**Spring 2006**

---

**Catalog Description:** Provides an understanding of the process of start up and early stage management of new, technology based small firms. Emphasis is on recognizing, evaluating, and deciding on a new business idea, as well as preparation for and management of the start up process. Outcomes of the course include team preparation and presentation of a new business plan.

**Prerequisites:** Mgmt 390, Mrkt 330, Fin 315

**Course Overview:** This course covers the entrepreneurial process from conception to implementation of a new venture. It concentrates on attributes of entrepreneurs and entrepreneurial and intrapreneurial teams, their search for and assessment of opportunities, and the gathering of resources to convert opportunities into businesses. The course is based on an understanding of all functional areas of business and applies the tools and analytical techniques of these functional areas to the new venture creation.

**Text:** ENTREPRENEURSHIP, Sixth Edition, by Robert D. Hisrich and Michael P. Peters, Irwin/McGraw-Hill Publishers. New and used copies are available. An eBook version is available at [www.zino.com](http://www.zino.com).

**Teaching Methods:** This is a hybrid course, consisting of: classroom lecture and discussion; discussion board postings, case studies and quizzes via WebCT; development and presentation of a business plan by student teams.

**Course Grading (out of possible 100 points):**

Class Participation	10 points (max of 12 can be earned)
Postings	10 points (max of 12 can be earned)
Assignments/ Case Studies	20 points ( 5 at 4 points each)
Quizzes	15 points ( 3 at 5 points each)
Business Plan	25 points (All team members get same grade)
Presentation	20 points (All team members get same grade)

Class participation includes regular attendance, reading the assigned text sections, and actively discussing the assigned topics in class.

Posting involves making discussion postings on WebCT Discussion Board regarding instructor-posted questions and topics. Every two weeks (starting with Week 2), each student will provide a minimum of 2 review or answer postings (minimum of 6 lines each) worth 0.6 points each, and a minimum of 2 replies or comments to other student postings, worth 0.4 points each.

Case studies will involve analyzing 4 case studies and responding to the questions posted on WebCT as assignments. A model answer to the case study will be posted on WebCT Discussion Board after the assignment deadline. The other assignment will be to review and critique an entrepreneurial article of your choice.

There will be 3 Quizzes, with multiple choice questions, on WebCT. No Mid-term or Final Exam will be given.

---

### **BUSINESS PLAN and PRESENTATION by STUDENT TEAM:**

The ENTR 410 course requires the preparation and presentation of a business plan by each student team. Students will choose their own teams of 1 – 5 members. The team will develop and present their business plan using the formats and criteria provided.

Kauffman Interns may prepare a business plan for the company for which they are working. If that is not practical, Kauffman Interns and other students shall select a small/entrepreneurial business of interest to them and prepare a plan for that company.

The business plan shall follow the outline distributed. The 25 point total will be allocated as follows:

Complete parts A through H	20 points
Plus complete part I (financials)	5 points

Final Business Plans are due in written form (paper or email) no later than Class 13. Late plans will receive a 5 point reduction.

The presentation of the Business Plan is part of the Kauffman Foundation -sponsored Business Plan Competition and evaluated by a panel of judges. Grading criteria for the plan and judging criteria for the presentation will be posted on WebCT.

---

### **Instructor Biography**

Robert J. Ziese, J.D., is a New Jersey attorney since 1976 providing individuals and small businesses with advice and legal representation in the areas of:

- Business and corporate law in industries such as construction, ballroom dancing, radio broadcasting, consulting, and computer products and services.
- Tax and bankruptcy and real estate law.

- Nonprofit and exempt organizations including churches, theatre groups, and youth recreation associations.

Dr. Ziese is also Vice President of Ziese & Associates, Ltd., a Woman-Owned small business corporation formed in 1987, providing services to individuals and small businesses in the areas of legal services, tax and record keeping services, business management, and marketing services. He has managed operations, support, and marketing groups in large and small computer hardware and services companies over the last 30 years.

Dr. Ziese's educational background includes:

- BS Industrial Engineering, New Jersey Institute of Technology , magna cum laude. Member of Tau Beta Pi.
- MBA courses in Finance, Temple University.
- Juris Doctor, Seton Hall Law School, cum laude.
- Extensive management and marketing courses at MIT's Sloan Business School, Harvard Graduate School of Business, and Brown University.

Dr. Ziese has been an Adjunct Instructor at Rutgers University, teaches for the Prudential Young Entrepreneurs Program, and provides general business legal advice to the NJIT Enterprise Development Center (small business incubator) and its client companies.

He is a member of the New Jersey State Bar Association and the American Bar Association. He is a member and past vice-chair of the NJSBA's Internet and Computer Law Committee. For more business and personal information, please visit his Web Site at <http://www.ziese.com>

---

### **Contacting the Instructor**

Dr. Ziese does not have a formal office on campus. Student consultations are available by appointment by calling 973-625-4559 or email at [bob@ziese.com](mailto:bob@ziese.com) . Dr. Ziese is usually available from 4:00 -5:30 PM on the days of the ENTR410 class. Consultations will be held at the School of Management. Immediate problems can be handled by email or telephone conversation.

---

### **Student Conduct**

Every student is expected to submit original work of their own and participate actively in the team project. The NJIT Honor Code will be upheld. Any violations will be immediately reported to the Dean of Students. Any modifications to or deviations from the syllabus will be made only upon instructor/student consultation and agreement.

**ENTR 410**  
**NEW VENTURE MANAGEMENT**  
**ASSIGNMENTS**  
**Spring 2006**

<b>Class</b>	<b>Date</b>	<b>Topic</b>	<b>Assignments Due</b>	<b>Read Chapters</b>
1	Jan. 23, 2006	What is an Entrepreneur? A Simple Business Model	N/A	1,2,3 (skim)
2	Jan. 30, 2006	The Entrepreneur and the Business Idea Business Plans: Why and How	TEAM SELECTIONS	5, 7
3	Feb. 6, 2006	Financial Plan Basics	Case Study 1: Brainstorming	10
4	Feb. 13, 2006	Product/Market Planning Customer Service	Company Selection for Business Plan	8
5	Feb. 20, 2006	International Business	Guest Lecturer Prof. Raymond A. Luther, Jr.	4
6	Feb. 27, 2006	Legal Issues; Intellectual Property	Case Study 2: Business Idea	6
7	Mar. 6, 2006	Marketing, Advertising and Sales	QUIZ 1	Handouts to be provided
	Mar. 13, 2006	NO CLASS – Spring Recess	Work on business plan	
8	Mar. 20, 2006	Organizing the Business; Tax Issues Sources of Capital	Assignment: Review & critique a recent entrepreneurial article – post on Discussion Board	9, 11
9	Mar. 27, 2006	Venture & Risk Capital; Launching the New Venture	Case 4: Intellectual Property <b>Draft Business Plans Due</b> (optional)	12, 13
10	April 3, 2006	Managing the New Business	QUIZ 2	14
11	April 10, 2006	Expansion and Growth of the Business; Franchising	Case 5: Advertising	15
12	April 17, 2006	Ethics; Going Public; Exit Plan- Ending or Selling the Business		16, 17
13	April 24, 2006	Business Plan Presentations	<b>Final Business Plans Due !!</b> PowerPoint Presentation by Team	
14	May 1, 2006	Business Plan Presentations	PowerPoint Presentation by Team QUIZ 3	

## **ENTR 410**

### **SELECTION OF A COMPANY FOR A BUSINESS PLAN**

#### **NAMES OF TEAM MEMBERS:**

---

---

- Name of the company:
- Location:
- Description of the business:
  
- What issues do they face?
  
- Do you intend to do a plan for:
  - The entire business?
  - A new product line or service offering? Describe.
  - A new division, department, subsidiary, or joint venture? Describe.