**BA in Management Program   
 Fall 2020**

**MGMT420-202001 New Venture and Business Plan Development**

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**Web:** SuCourse

**Office Hours:** by appointment

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| --- | --- | --- | --- |
| **Type** | **Time** | **Days** | **Where** |
| Class | 8:40 – 10:30 | M | Online |
| Class | 9:40-10:30 | W | Online |

**Course Objective:**

This course is a comprehensive course covering how to develop a business plan for a new firm or a new product in a firm. The class will integrate entrepreneurship, finance, accounting, operations management, human resources, marketing and strategy to develop a successful business plan for success.

**Learning Outcomes:**This course provides students with the tools and insights to start a business.

Entrepreneurs are not risk takers; they are risk managers. Feasibility is the process by which entrepreneurs assess and manage risk. Feasibility is a two-fold process. First, the entrepreneur takes an idea developed from a perceived opportunity and shapes it within the industry’s background, and turns it into a concept. That concept is then tested to assess market risks, distribution risks, the value of the benefits and, finally, the financial risks. Business climate and human resources are inherent in any new venture analysis.

In the Business Plan, the findings of the Feasibility study turn from a passive information based document into a living, evolving, implementation plan. There are many goals of achieving a workable business plan. First and foremost, it serves as your road map as you embark on the entrepreneurial journey. Summary written versions of your plan are effective communication tools to outside parties, including associates you seek to join you, suppliers you seek to supply you, strategic partners, and/or investors, as well as other money sources.

Upon successful completion of the course, the student should be able to:

1. Have an understanding of starting a new business
2. Have a basic all-around knowledge in business and how all functions of the firm are interrelated (Finance, Accounting, Strategy, Marketing, Operations Management, etc.)
3. Have a basic knowledge of ethics and the importance of social and ethical responsibilities
4. Work effectively in teams and environments characterized by people of diverse educational, social and cultural backgrounds
5. Demonstrate proficiency in oral and written communications in English
6. Pursue open minded inquiry and appreciate the importance of research as an input into management practice;
   1. know how to access, interpret and analyze data and information by using current technologies

use the results from analyses to make informed decisions

* 1. Use office software for written communication, presentation, and data analysis.

1. Demonstrate awareness that business settings present different opportunities and challenges for managers due to environmental/contextual differences that arise in economic, political, cultural, legal-regulatory domains.

**Course Material:**

I will have course material posted on SuCourse for each week. The textbook on SuCourse is: Small Business Planning for the 21rst Century.

Additional Web Resources:

www.businessownersideacafe.com A creative site for small business owners

www.eventuring.org Helping online business grow

www.fambiz.com A focus on small family-owned businesses

**Course Web:**

The course web will have all the resources the student will need: course PowerPoint slides, selected readings, textbook, business plan development guide, former business plans to use as an outline, and other material I will post. As an online course, you will be expected to come prepared to the discussion sessions, which means having reviewed the material beforehand.

For all assignments, your work will be checked by Turnitin. Sabanci University uses a very powerful web-based tool called Turnitin. Turnitin is the worldwide standard in online plagiarism prevention. It allows instructors to compare student papers against a database composed of millions of articles. Every paper you submit will be scanned by Turnitin, and results will be reflected in your grades.

**Instructional Design:**

The course will be interactive. The students must be prepared to interact with the professor, in groups, and be able to constructively participate to garner knowledge from the course. The instructor will randomly call on students for their input and use of critical thinking. The students will have both individual as well as group assignments.

**Grading**:



**Requirements:**

**1. Class Participation:** **Attendance/Participation/Other (Discretionary):** Participation is highly encouraged and the instructor will call on class members. These points are **purely discretionary**. As you will be a professional, you must contribute in your business meetings and sessions, and I expect you to start now. Attendance is mandatory per Sabanci University guidelines. I will randomly call on students during the Zoom meetings and ask them questions to see if they are prepared.

**2. New Product Presentation: Mini Business Plan** In pairs (2 students) you will be required to present for 15 minutes maximum (I will stop you). You will find a new product (suggested websites below) and use the “Mini Business Plan Outline” on SuCourse **for the Turkish market**. *Check with me before you present with your product, as I do not want same products presented and that it is appropriate. Choose B2C.* You are presenting to a group of investors, and need to convince us that we will give you money…. Send me your presentation at least 2 days before you present. I will make comments and you should get a 100 on this project.

***If you miss your date, there are NO make-ups. You will receive a “0”. I post the listing on SuCourse.***

Suggestions for New Products (but there are many websites and other products):

<https://beebom.com/cool-awesome-inventions/>

<http://inventorspot.com/>

<https://time.com/collection/best-inventions-2019/>

<https://www.today.com/home/best-inventions-2018-according-time-magazine-t145404>

**3. Group Consulting Project:** You will develop a business plan **for the Turkish market** for any of the firms from the above websites (or any that you wish to work on that you have an idea for). Let me know early (send me the website), so there are no duplicates and to see if it is appropriate (or if it already has been done elsewhere):

See “Mini Business Plan Outline” (the same one you use for your New Product Presentation) for which areas must be covered.

Other requirements

1. The body of the report should be no more than 15 pages. 12 Font, 1 inch margins, Times New Roman font, with double space, cover page (not counted in page count), and page numbers. The report can be as many pages as you wish, as you will have many appendices and table.
2. Your report MUST be properly referenced. If you are unsure what proper referencing means, find out. Ignorance does not excuse plagiarism. Statement of facts, MUST be referenced. For example: “There are 1.3 billion people in India, with the main industries being farming (35%), manufacturing (23%) and IT services (15%).” should have a citation.
3. **Late papers will receive a zero (0).**
4. I recommend you make an appointment and we can discuss as a group or as an individual (group preferably, at least once early on), to make sure you are going in the right direction. Do NOT send me sections to read, I will not do so, but will always be happy to discuss any time over Zoom.

*The paper is Due January 4 at the beginning of class. There is no such thing as a "late" paper. If it is not submitted on time the paper receives a "0".*

**Turn-it-In.** The paper will be submitted to Turn-it-In. Although this is a good indication of plagiarism, I also check with Google Scholar, etc. when verbiage in the paper is apparently not that of the students.

**4. Presentation:**

Your group will put together a Power Point Presentation to be delivered in class for 20 minutes or less. I will stop you at 20 minutes and you will lose points if you have not completed. This presentation should be from the material from your report, but can be changed for impact. The presentation is a stand-alone grade and is not influenced by the written report, and vice versa. Presentations are 70% “show” and 30% actual content. The presentation should be specifically dictating to the entrepreneur how to enter the market you selected: 1) characteristics of the market, 2) issues, 3) and what you intend (specifically) to do about it. (please see grading below for specifically what areas you must cover however).

Do not READ; present. For every section where you read, you will receive a “0” for that section. If you have note cards, you will read, so do not use them, that is why you are using Power Point, the slides are your note cards.

**5: Progressive Assessment**

The Progressive Assessment will be an essay test and you will get the questions in advance. A case may also be presented for the students to evaluate.

**6. Final exam**

The final will an essay test and you will get the questions in advance. A case may also be presented for the students to evaluate.

Peer Evaluation in Teamwork

Each student will be evaluated by fellow team members as to their contribution to the effort and output of the team for the complete written project AND for the presentation. Each student's individual grade will be based on the instructor's assigned team grade, adjusted by the peer evaluation.

**Academic Honesty:**

Learning is enhanced through cooperation and as such you are encouraged to work in groups, ask for and give help freely in all appropriate settings. At the same time, as a matter of personal integrity, you should only represent your own work as yours. Any work that is submitted to be evaluated in this class should be an original piece of writing, presenting your ideas in your own words. Everything you borrow from books, articles, or web sites (including those in the syllabus) should be properly cited. Although you are encouraged to discuss your ideas with others (including your friends in the class), it is important that you do not share your writing (slides, MS Excel files, reports, etc.) with anyone. Using ideas, text and other intellectual property developed by someone else while claiming it is your original work is *plagiarism*. Copying from others or providing answers or information, written or oral, to others is *cheating*. Unauthorized help from another person or having someone else write one’s paper or assignment is *collusion*. Cheating, plagiarism and collusion are serious offenses that could result in an F grade and disciplinary action. Please pay utmost attention to avoid such accusations.

**Classroom policies and conduct**

Sabancı BA in Management Program values participatory learning. Establishing the necessary social order for a participatory learning environment requires that we all:

* Come prepared to make helpful comments and ask questions that facilitate your own understanding and that of your classmates. This requires that you complete the assigned readings for each session before class starts.
* Listen to the person who is talking
* Come to class on time.

**Course Schedule:**



ABOUT YOUR PROFESSOR

Professor Kiessling has over 20 years as a full-time practitioner globally with start-up firms, new ventures, small business planning, working with entrepreneurs. He then went to work for multinational corporations such as PriceWaterhouseCoopers, Booz and Company, Glencore/Xstrata, Northrup Grumman, Alcatel, etc.: in industries such as top management team strategy leadership consulting, auditing, high tech automobile battery research and development, defense contracting, health care, mining, construction, manufacturing, etc. He held titles of Chief Financial Officer/Board of Directors/Top Executive Europe (lived in Holland responsible for all Europe (France, Holland, Germany, Belgium, Italy, Portugal, Spain, etc.), Middle East Financial Manager (lived in Turkey responsible for all Middle East (Egypt, Oman, Saudi Arabia, Qatar, Bahrain, Kuwait, Abu Dhabi, Turkey, etc.), Controller, etc. with responsibilities that ranged from Leadership development and mentoring, New Business development and implementation, Mergers and Acquisitions, computer and organizational systems evaluation and implementation, International Finance, responsibility for all operations, etc.

He switched to academia obtaining a PhD in Management/Marketing at the University of Oklahoma with a focus on global business strategy and entrepreneurship, and for the past 20 years has worked at universities in the US, Australia and Turkey, and published over 42 articles with a focus on new venture development, entrepreneurship, global business strategy, mergers and acquisitions, strategic global human resource management, CSR, behavioral finance, etc. He continues to consult for global firms.