

University of Montana School of Business Administration
MBA694 Business Plan Workshop

Instructor Information:

Donald Gaumer
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Email: don.gaumer@business.umt.edu
Office Hours: M/W 5:00-6:00, or by appt.
Course web: www.business.umt.edu/made

Readings:

Students should complete all readings posted on Blackboard for the course

COURSE OVERVIEW, OBJECTIVES, AND TEACHING METHODOLOGY

This course provides a truly unique and innovative opportunity for students to further develop their business plans through interacting with successful entrepreneurs and business leaders. The course is structured to maximize the opportunity for students to receive feedback on all aspects of starting a new business ventures. This is accomplished by dividing the course into several distinct modules that are explained in the course schedule.

Students are expected to frequently visit the Blackboard site for the course prior to the weekend sessions. The Blackboard site will provide information on the course, any assigned readings, and updates to the schedule.

Students are required to have a business plan at least partially developed in order to participate in this course and should have taken MGMT348 or be currently enrolled in MBA694 Entrepreneurship I. Do to the unique nature of this course, students not meeting these requirements will not be allowed into the course.

EXPECTATIONS

My expectations can be described in only one way: very high. Here are some of my specific expectations:

- Students must attend all sessions to receive credit.
- Students must complete all readings and be prepared for professional level discussions.
- Students must be prepared (i.e., with notes) for all sessions and actively engage in discussions with the consultants/mentors.
- Students are expected to dress appropriately for the course (i.e., no hats, sweats, etc.). These are business professionals visiting our class so dress accordingly.
- Students are expected to take copious notes during their interactions at each session. You won't have many opportunities like this in the future...take advantage of it!

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STUDENT EVALUATION

Grading (see descriptions in next section for details):

| | |
|----------------------------------|-----|
| Class contribution/participation | 30% |
| Business plan feedback paper | 70% |

DESCRIPTION OF EVALUATION COMPONENTS

Class Contribution/Participation

As mentioned above, class contribution will play an integral role in how much learning takes place during this course. Your contribution will be evaluated in terms of the value you add to discussions. Both quality and quantity will be evaluated. Comments or behaviors that detract from the learning environment will have a significant and negative impact on your grade.

Business Plan Feedback Paper: Due by Noon December 10, 2009 – No late papers

Great note taking during the sessions in this course will be critical. Each team (or individual if writing a plan on your own) is required to submit a 6-8 page (double spaced, normal margins, 12 point TimesNewRoman font) paper that details the following:

1. Description of the feedback on various components of the plan (i.e., financial, management team, opportunity, operations, etc.). This can be both positive and negative feedback
2. Detailed plans for what changes you will need to make for the plan (i.e., changes to business model, revenue model, timeline for startup, etc.) and the implications of these changes. You do not need to make all changes suggested by consultants. However, you should address each change suggested and why or why not you have selected to make these changes.
3. Description of the experience of interacting with the individuals serving as consultants/mentors (i.e., what was the experience like, were there things your team could have done better, how might you use this new network of experts in the future)

These papers should be well-written, highly detailed, and well-thought out. Competitive grading will be used for these papers. All papers should be emailed to me at:

don.gaumer@business.umd.edu. **Late papers not accepted.**

This assignment provides a great opportunity for you to develop a clear plan of action for improving on your business plan.

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Business Plan Workshop, December 4-6, 2008 – Tentative Schedule

Theme: Business Plan Workshop

Pre-seminar assignments:

- Student must electronically submit the following by 5pm on December 2, 2009:
 - An electronic copy in PDF format of your business plan Expanded Executive Summary or Business Plan as it currently stands (including all appendices, models, financials, etc.)

Friday, December 4, 2009

6-8pm I will discuss the course and provide time for students to develop a plan of action for the seminar

Saturday, December 6, 2008 – Schedule is subject to change

8-Noon Teams provide 3 minute business plan presentation to Mentors
Mentors take notes on the presentations and business ideas

Noon-1pm Lunch

1-5:30pm Paired teams meet with assigned Mentors and engage in a feedback session on the business plan and presentation

Night Teams revise and practice their business plan presentations. This is required for all students so you need to plan accordingly. You should plan on meeting with your team for at least 3-4 hours.

Sunday, December 7, 2008

8-11am Paired teams present their plans to the entire class and Mentors, noting the changes that they have made to the business

11-Noon Course review and set objectives for next stage

Guest Mentors:

To be announced