Starting and Running an Entrepreneurial Company
B7554-001
Fall 2013 Schedule

1. September 6  Introduction to Entrepreneurship (Session #1)
   Fri. 3:45pm
   Course Introduction and Guidelines
   Guest Resource
   Jerry Shafir, Founder/CEO Kettle Cuisine
   Due Before The First Class:
   Paper:
   Bio (1 page max). Please summarize your career and personal interests, as well as your interest in entrepreneurship and what you hope to gain from this course. No resumes please.
   Due Next Class:
   Reading:
   Entrepreneurship: Can the Touch Be Taught
   After 8 Long Years, A Watched Pot
   Jerry Shafir: A Simmering Success Story
   Should You Start a Business
   Don’t Let the Skeptics Dissuade You
   Raising Money From Family
   The Numbers
   The Sure Thing
   When Partners Fall Out
   Friends Don’t Always Make Good Partners
   Case Study: (Due Sept 20)
   Serendipity Software
   1. What should Ann do about Alan and why?
   2. What should Ann do about Tom and how?
   3. What could Ann have done in the past to have helped the current situation?

2. September 7  Getting Started (Session #2)
   Sat. 12:30pm
   Guest Resource:
   Dick Sweeney, Co-Founder Keurig/VP Green Mountain
   Due Next Class
   Reading:
   Even the Best Ideas Don’t Sell Themselves
   The Insider’s Guide to Buying a Business
   Everything You Don’t Want to Know
   Strategy vs. Tactics from a VC
   The Trouble with Angels
<table>
<thead>
<tr>
<th>Date</th>
<th>Session</th>
<th>Time</th>
<th>Guest Resource</th>
<th>Case Study Due This Class:</th>
<th>Case Review This Class:</th>
<th>Reading</th>
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<tbody>
<tr>
<td>September 20</td>
<td>Getting Started (Session #3)</td>
<td>Fri. 8:30am</td>
<td>Amy Scherber, Founder/CEO Amy’s Bread</td>
<td>Serendipity</td>
<td>Serendipity</td>
<td>Mission, Vision &amp; Passion</td>
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<td>Getting Down to Business</td>
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<td>The Five Stages of Small Business Growth</td>
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<td>Seven Keys to Shaping the Entrepreneurial Organization</td>
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<td>Case Study :( Due September 28)</td>
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<td>Make Me An Offer</td>
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<td>1. How much would you pay and explain your logic?</td>
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<td>2. What terms would you propose and explain your logic?</td>
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<td>3. What would you do to convince them to sell the company to you?</td>
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<td>September 28</td>
<td>Sales and Marketing (Session #4)</td>
<td>Sat. 12:30pm</td>
<td>Bill Forman, CEO North Atlantic Industries</td>
<td>Make Me An Offer</td>
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<td>Reading</td>
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<td>Enthusiasm, The Spark That Ignites</td>
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<td>What is Leadership?</td>
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<td>Bennis Book – Forward</td>
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<td>How to Create a People Building Organization</td>
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<td>The Culture of Winning</td>
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<td>The Art of Motivation</td>
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<td>Managing Your Career</td>
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<td>Herb Kelleher Has One Main Strategy</td>
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<td>On a Scale of 1 to 10 How Weird Are You</td>
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5. October 12  
**Leadership (Session #5)**

**Sat. 8:30am**

**Guest Resource**
Barbara Corcoran, Founder/CEO Corcoran, Shark Tank

**Case Review This Class:** Make Me An Offer

**Due Next Class**

**Reading:**
What is Marketing
Whatever Happened to the U.S.P.
Attention Must Still Be Paid
The Five Habits of a Top Salesperson
39.5 Rules of Sales Success
Sales Tips – Listen
Become a Sales Superstar
High Tech Marketing Illusion
The D-Day Analogy

**Case Study: (Due October 25):**
The Vertical Storage Module
1. What price would you retail the unit at and explain your logic?
2. Provide a detailed one year market plan for 100k and explain your logic?

**Final Project Selection Due Next Class**

6. October 25  
**Form of Entity and Intellectual Property (Session #6)**

**Fri. 8:30am**

**Guest Resource**
Jason Ackerman, Founder/Vice Chairman Fresh Direct

**Case Study Due This Class:** The Vertical Storage Module

**Final Project Selection Due Today**

**Due Next Class**

**Reading:**
The Entrepreneur – 21 Golden Rules
(to be provided to you in class)

7. October 26  
**The Entrepreneur (Session #7)**

**Sat. 12:30pm**

**Guest Resource**
Mike Bertuch, Founder/CEO Via Tech Publishing

**Case Review This Class:** The Vertical Storage Module

**Due Next Class**

**Reading:**
Legal and Tax Issues
Sole Proprietorship vs. Corporation
Intellectual Property

**Case Study (Due November 9):**
Johnsonville Sausage (A)
What should Ralph Stayer do?
<table>
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<tr>
<th>Date</th>
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<tr>
<td>8. November 9</td>
<td>Sat. 8:30am</td>
<td>Partners and Family (Session #8)</td>
<td>Yael Alkalay, Founder/CEO Redflower</td>
<td>Due Next Class: How to Write a Winning Business Plan Make Your Plan Compelling The Executive Summary Why Business Plans Don’t Deliver Business Plan Guidebook Outline for a Business Plan Final Project Selection Due Today Case Study Due This Class: Johnsonville Sausage</td>
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<td>10. November 23</td>
<td>Sat. 12:30pm</td>
<td>Guest Resource</td>
<td>Tom Potter, Founder, Brooklyn Brewery, Founder/CEO New York Distilling</td>
<td>Due Next Class: Reading: Leveraging Luck As Luck Would Have It What’s Luck Got To Do With It The Luck Factor To Sell – Or Not To Sell A Graceful Exit</td>
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<td>11. December 7</td>
<td>Sat. 8:30am</td>
<td>Guest Resource</td>
<td>To Be Announced</td>
<td>Quiz on Reading Materials Reading: You’ve Got To Find What You Love – Steve Jobs</td>
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<td>12. December 13</td>
<td>Fri. 8:30am</td>
<td>Final Presentations (Session #12)</td>
<td>Each team makes a 5 minute oral presentation</td>
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