Starting and Running an Entrepreneurial Company
B7739  Fall 2015

Schedule

1. September 26  Introduction to Entrepreneurship (Session #1)
   Sat. 8:30am  Course Introduction and Guidelines
   Guest Resource
   Jerry Shafir, Founder/Former 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
   Don’t Let the Skeptics Dissuade You
   Raising Money From Family
   The Numbers
   The Sure Thing
   Friends Don’t Always Make Good Partners
   Case Study: (Due October 9)
   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. October 9  Getting Started (Session #2)
   Fri. 3:45pm  Guest Resource:
   John Katzman, Founder/CEO Noodle + Princeton Review
   Rich Katzman, Former CEO Kaz Industries
   Case Study Due This Class: Serendipity
   Due Next Class:
   Reading:
   Everything You Don’t Want to Know
   Strategy vs. Tactics from a VC
   The Trouble with Angels

3. October 10  Getting Started (Session #3)
   Sat. 8:30am  Guest Resource:
   Jeff Braverman, CEO, Nuts.com
Case Review This Class: Serendipity
Due Next Class
Reading:
  Mission, Vision & Passion
  Getting Down to Business
  Seven Keys to Shaping the Entrepreneurial
  Organization
Case Study: (Due October 23)
  Make Me An Offer
  1. How much would you pay and explain
     your logic?
  2. What terms would you propose and
     explain your logic?
  3. What would you do to convince them to
     sell the company to you?

4. October 23  Sales and Marketing (Session #4)
   Fri. 8:30am  Guest Resource
   Jason Ackerman, Founder/Chairman, Fresh Direct
Case Study Due This Class: Make Me An Offer
Due Next Class
Reading:
  Enthusiasm, The Spark That Ignites
  What is Leadership?
  Bennis Book – Forward
  How to Create a People Building Organization
  The Culture of Winning
  Corps Business “Structure”
  By the People For the People
  The Art of Motivation
  Managing Your Career
  Herb Kelleher Has One Main Strategy
  On a Scale of 1 to 10 How Weird Are You

5. November 7  Leadership (Session #5)
   Sat. 3:45pm  Guest Resource
   Jarrod Yuster, Founder/CEO Pico Trading
Case Review This Class: Make Me An Offer
Due Next Class
Reading:
  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 November 20):
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. November 20
   Form of Entity and Intellectual Property (Session #6)
   Guest Resource
   Lida Orzeck, Founder/CEO Hanky Panky
   Case Study Due This Class: The Vertical Storage Module
   Final Project Selection Due Today
   Due Next Class
   Reading:
   The Entrepreneur – 21 Golden Rules by Heinicke
   (This short book has been provided to you)

7. November 21
   The Entrepreneur (Session #7)
   Guest Resource
   Barbara Corcoran, Founder/CEO Corcoran + Shark Tank
   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 December 4):
   Johnsonville Sausage (A)
   What should Ralph Stayer do?

8. December 4
   Partners and Family (Session #8)
   Guest Resources:
   Tom Potter, Founder Brooklyn Brewery
   Founder/CEO NY Distilling
   Due Next Class
   Reading:
   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
9. December 5  The End Game (Session #9)
    Sat. 12:30pm  Guest Resources:
    Dick Sweeney, Founder, Keurig
    Case Review: Johnsonville Sausage
    Due Next Class:
    Reading:
    Just What Is a Family Business
    Equality Is Often Unfair
    Why Family Businesses Are Best
    Why Every Business Can Be a Family Business

10. December 11  Quiz on Reading Materials (Session #10)
    Fri. 12:30pm  Guest Resource:
    Tom Shannon: CEO Bowlmor + AMF Brunswick
    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

11. December 12  Wrap-up and Review (Session #11)
    Sat. 12:30pm  Reading:
    You’ve Got To Find What You Love – Steve Jobs

12. December 18  Final Presentations (Session #12)
    Fri. 12:30pm  Each team makes a 5 minute oral presentation