Entrepreneurship in the Information Industry

SI 663

Fall 2013

Objectives | Class Schedule

Office Hours, etc.

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Preferably by appointment via e-mail

Course Objective

The course helps to prepare students to start businesses in the information industry or to work effectively in new start-up businesses. It discusses all the aspects of creating a business and expects students to develop an idea into a business plan that could be used to either guide the creation of the business or secure funding for a new business. Non-profit organizations often require the same entrepreneurial skills as start-up businesses.

Business Plans that are submitted will be carefully checked for plagiarism. Any violations of the
Rackham rules will be dealt with severely. Neatness counts in all submitted work, just as it would in the business world. Class attendance will be taken. Grades will be affected by attendance and lateness. Participation in class discussions will be appropriately rewarded.

Learning Objectives:

Students are expected to learn how to write a persuasive business plan, to learn how to start and run a new enterprise. In addition, students are expected to learn the role and importance of entrepreneurial activities and attitudes in all organizations.

Fall 2013 Class Schedule

The class sessions are arranged to roughly parallel the sections of a business plan, covering the topics that must be considered in starting a business. Guest lecturers will be invited as appropriate.

- (Sept. 9) Introduction and discussion of the characteristics of an entrepreneur.

  * Background Viewing: Film: "Startup.com" available at Askwith Film and Video Library

- (Sept. 16 & 23) The Idea for an entrepreneurial venture (Business Plan Proposals due on Sept. 20)

- (Sept. 30) The business plan

  * Business Plan - Road Map to Success, Small Business Administration
  * Money at Work: Millions are about more than numbers, Clare Gascoigne
  * Growthink Venture Capital Survey Identifies Why Business Plans Fail, Growthink

- (Oct. 7) Accounting for business plans: projecting revenues, expenses, and cash flows.

  * Making It All Add Up: The Financial Section of a Business Plan, INC.com

- (Oct. 15) Fall Study Break

- (Oct. 21) Financing the business 1: Investment financing (First Draft of Business Plan Due)

  * Financing Basics: Debt vs. Equity, CCH Business Owner's ToolKit
  * Debt Financing, CCH Business Owner's ToolKit
  * Deals & Deal Makers: Entrepreneurs Find Investors Are Venturing Less Capital, Lisa Bransten
  * Raising Money: Trying to find cash for a new venture is a full-time job, Kara Scannell
  * The VC Game: Charles River Ventures gets over 1,000 requests a year, looking for money; How does it choose? David Armstrong
  * Finance and Economics: Under water, Economist
  * VC lacking? Get touched by an angel: Where venture capital falls, some see angels, Eric Convey
• (Oct. 28) Financing the business 2: Grant financing (SBIR)
  *Small Business Investment Corps*, CCH Business Owner's ToolKit
  *Equity Financing*, CCH Business Owner's ToolKit

• (Nov. 4) Starting a Web/software business
  *E-Business -- Boom Town: Tech's Lessons in Coping*, Kara Swisher

• (Nov. 11) Legal aspects of starting a business
  *What legal aspects do I need to consider?*, Small Business Administration

• (Nov. 18) Competitive analysis
  (Second Draft of Business Plan due)
  *Internet Information Does Not Equal Competitive Intelligence*, Information Advisor
  *Divide and conquer: Patent research*, Peter Vanderheyden

• (Nov. 25) Marketing and product development
  Developing a marketing plan.
  *Marketing Your Product*, CCH

• (Dec. 2) The unique problems of buying a small business.

• (Dec. 19) "Buying the Porsche" (cashing out)
  Final Business Plans Due
  *Getting Out of Your Business*, CCH