

Suggested Projects
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Suggested Projects

This booklet presents several suggestions for projects which you may undertake. These projects include:

	Consulting Fees
1. New Venture Feasibility Analysis	\$2,000
2. New Venture Presentation (5 units, 4 projects plus research)	\$2,000 each
3. Major Small Business Analysis (5 projects)	\$2,000 each
4. Resume and Cover Letter Project	\$1,000
5. Book Executive Summary Project	\$1,000-\$2,500
6. Case Analysis Project	\$500-\$1,000
7. Current Event Analysis Project	\$500
8. Presentational Speech Project	\$500
9. Interviewing an Entrepreneur	\$2,000
10. Interviewing a Service Professional	\$2,000
11. Entrepreneurial Networking Key Contact File	\$3,000-\$5,000
12. Attendance at a Meeting of a Professional Organization	\$2,000
13. Projects Based on Exercises in the Text	Up to \$2,000
14. Reaction to a Guest Speaker	\$500
15. Student Designed Project	Up to \$5,000

New Venture Feasibility Analysis

Overview	You may perform a feasibility analysis for a new venture idea.
Process	<p>Step 1: Come up with an idea that you think would make a “good opportunity” for you to open a new business venture.</p> <p>Step 2: Submit a proposal for a New Venture Feasibility Analysis Project and receive an approval.</p> <p>Step 3: Research the feasibility of your idea. Follow the suggestions below.</p> <p>Step 4: Prepare a four to five page report on the results of your feasibility analysis research.</p> <p>Step 5: Submit your project on time.</p>
Deliverables	<ul style="list-style-type: none"> <input type="checkbox"/> Cover Page <input type="checkbox"/> Approved Proposal <input type="checkbox"/> Four to five page report in report format <input type="checkbox"/> References page in correct APA form
Fee	\$2,000

Other Helpful Suggestions

As the first step toward developing any new venture, the entrepreneur must complete a feasibility analysis to show why this idea is not only a “good idea” but is a “good opportunity” for this specific entrepreneur at this specific time. You may form a team of from one to three people and do such a feasibility analysis on a new venture idea.

This feasibility analysis should include the identification of specific target customers for the venture, the major benefits the venture would provide to these customers, the sustainable competitive advantages it would have over its primary competitors, the methods it would use to manufacture and distribute its products, and the capital it would need to implement its ideas.

This feasibility study will certainly be preliminary, but it must include some market analysis and research – it can not all be from your imagination.

You must be able to identify the customer for this product. Anyone who says, “Everyone is a potential customer for my product” is acknowledging that they don’t know

who their real customers are. Even if a product is usable by everyone, not every potential customer will be equally ready to accept the new product, have as high a demand for it, and be willing to pay as high a price for it. You must identify who your first and best customers will be so you can target your marketing to reach those consumers rather than spending too much trying to reach “everyone.”

You must identify your competitors. Anyone who says “My business doesn’t have any competitors” is acknowledging that they just don’t know who the competition is. Every consumer is fulfilling every perceived need in some way already. Your product must be capable of getting the consumer to change the way they are fulfilling their needs now. Since change is always irksome, you must be able to show why your intended customer would be willing to change from fulfilling their need as they are currently doing and change to your product.

A new venture feasibility analysis will pay \$2,000. See the *Graduate Student Guide to Consultant Learning* for how Team Bonuses are applied and fees are split when undertaking projects as a team.

***Team New Venture Research,
Presentation, Financials, Synopsis & Website***

Overview	<p>You may prepare up to four of the critical pieces suggested by Gumpert:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Create a PowerPoint presentation for potential investors and/or <input type="checkbox"/> Create “hard-hitting” financials and/or <input type="checkbox"/> Create a synopsis (a cross between an executive summary and a query letter) and/or <input type="checkbox"/> Create a Website illustrating your business model
Process	<p>Step 1: Come up with an idea that you think would make a “good opportunity” for you to open a new business venture that might need some form of external funding (loans or investors).</p> <p>Step 2: Submit a proposal for doing the research and at least one of the four critical pieces and receive an approval.</p> <p>Step 3: Submit separate proposals for each of the up to four critical pieces that you intend to produce using the same idea and research.</p> <p>Step 4: Perform the research to develop your idea. Follow the suggestions below.</p> <p>Step 5: Prepare a PowerPoint Presentation, “hard-hitting” financials, a Synopsis, and/or a Website based on your researched idea.</p> <p>Step 6: Submit your project on time.</p>
Deliverables	<ul style="list-style-type: none"> <input type="checkbox"/> Cover Page <input type="checkbox"/> Oral Presentation using your PowerPoint slides and/or <input type="checkbox"/> Financials and/or <input type="checkbox"/> Synopsis (as described by Gumpert) and/or <input type="checkbox"/> Website, submitted on disk or on a website accessible by the instructor
Fee	<p>\$2,000 for the research (must accompany one of the three critical pieces)</p> <p>\$2,000 for the Presentation</p> <p>\$2,000 for the Financials</p> <p>\$2,000 for the Synopsis</p> <p>\$2,000 for the Website design</p>

Other Helpful Suggestions

In *Burn Your Business Plan*, David Gumpert makes a compelling argument for NOT spending lots of time and resources in the early months of founding a new venture on writing a complete, detailed, 50-page business plan. Instead, Gumpert recommends that you do seven things before you even begin to write a business plan:

1. Examine your startup karma and what you want to accomplish with your startup;
2. Prepare a PowerPoint presentation about your venture to present to potential investors and money sources;
3. Compose a synopsis – an executive summary and a query letter;
4. Develop hard-hitting financials, including cash-out plans;
5. Build a website that demonstrates your business model;
6. Use publicity to attract attention to your new venture;
7. Touch the marketplace to demonstrate demand -- make some sales or get purchase commitments from customers.

If you have an entrepreneurial venture in mind, you may form a team of from one to three people and work on developing these items for your venture as projects for this course. Of these seven items, four (the PowerPoint presentation, the synopsis, the financials, and the website) lend themselves very well to becoming projects for this course.

Since these four related projects all rely on basically the same research of the market opportunity for your new venture, if you decide to do one or more of these four projects, the projects will pay \$2,000 each with an additional \$2,000 for the basic research. In other words, if you were to choose to do only the PowerPoint presentation for a new venture idea, for example, that project would pay \$4,000 – \$2,000 for constructing and presenting the PowerPoint presentation to the class and \$2,000 for the basic research that would be necessary to put together the PowerPoint presentation.

If you were to choose to do any of the other items for the same entrepreneurial venture, each additional item – the synopsis, the financials, and/or the website – would pay an additional \$2,000 since you could build on the same research for those additional projects. If you choose to complete **all four** items for a single venture, the first of the four projects would pay \$4,000 and the additional three projects would pay \$2,000 each, for a total of \$10,000.

For each of these projects, you will be expected to demonstrate an understanding and fulfillment of Gumpert's criteria for excellence in a new venture PowerPoint presentation, synopsis, financials, and website. See Gumpert's *Burn Your Business Plan* for specific instructions on what is required for each of these items.

See the *Graduate Student Guide to Consultant Learning* for how Team Bonuses are applied and fees are split when undertaking projects as a team.

Major Team Small Business Analysis

Overview	<p>You may prepare up to five analyses of an existing small business:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Industry analysis <input type="checkbox"/> SWAT Analysis <input type="checkbox"/> Position and problems analysis <input type="checkbox"/> Articulation of company mission and strategic direction <input type="checkbox"/> Realistic and workable plan of action for the company
Process	<p>Step 1: Find an existing small to mid sized firm that will work with you on preparing a strategic analysis of their company.</p> <p>Step 2: Form a team of from one to three people who will work together on this project.</p> <p>Step 3: Submit up to 5 separate proposals, one for each section of the strategic analysis that you intend to complete, and receive approvals.</p> <p>Step 4: Work with management of the company to analyze the strategic position and direction fo the firm.</p> <p>Step 5: Prepare up to 5 separate reports that when combined create a complete strategic analysis of the company.</p> <p>Step 6: Submit your projects on time.</p>
Deliverables	<p>For each section, you will submit a separate report including:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Cover Page <input type="checkbox"/> Up to 5 page analysis of the section of material for that project <input type="checkbox"/> References page in AOA format showing where all the information came from
Fee	\$2,000 for each section submitted as a separate report

Other Helpful Suggestions

Perhaps founding a new venture is not your main interest in this course but understanding small business and how small businesses compete is – for example, if your interest is as a service provider to small, entrepreneurial businesses, i.e., a banker, accountant, attorney, or venture capitalist. You may decide that you would rather analyze an existing small business rather than building a presentation for a new venture. If that is the

case, you may form a team of from one to three members and perform a Major Small Business Analysis.

The Major Small Business Analysis is not a single project but a **series of projects on a single company**. Each team undertaking this assignment will select a real-world small company, and use the tools that you have acquired in your graduate business program to analyze the business. I recommend that you discuss your business selection with me before undertaking any significant amount of work on a major team small business analysis to make sure it is appropriate to the course.

This analysis should consist of several projects evaluating the following information:

1. The industry in which the firm competes; its size and makeup; trends in the industry; competitors and their strategies (past, present, and future); power relationships with suppliers and customers; potential entrants into the industry; substitute products (present and future). What must a company do well if it hopes to be successful in this industry (i.e., the industry's key success factors)?
2. Strengths, weaknesses and resources of the firm; changes and trends. Does the firm have any "distinctive competencies"? What are they? How does this influence the strategic direction of the firm?
3. Decisions and problems facing management. Where relevant, specific identification should be made of challenges, available alternatives, and choices of top management as well as the implications of those choices. Identify and evaluate as specifically as possible the decisions which, in your opinion, have contributed to the firm's successes and/or disappointments.
4. Articulation of company mission, realistic opportunity analysis, evaluation of the current strategies of the firm, strategies for the future, and implementation concerns for any new strategies.
5. Recommendation of a SPECIFIC, realistic, workable plan of action. Be specific and follow each recommendation through to its implementation. What impact will it have on profits? What would you do with this company if you were in charge? Why? Avoid generalizations!

The total fees for the complete set of projects in a Major Team Small Business Analysis Project may total up to \$10,000 before team bonus or early submission bonus for teams of up to three members (see the *Graduate Student Guide to Consultant Learning* for an explanation of team bonuses and early submission bonuses). If you feel that a higher fee is justified, you will need to explain and justify this additional fee in your proposal.

How you decide to break the material about the company down into separate projects is your decision. You may use the above breakdown and submit five (5) \$2,000 projects, conforming to the questions asked above. Or you may decide to break the information collecting and reporting down in some other way. But the total fees for all the projects in the analysis should total no more than \$10,000.

You are to submit a separate proposal for each of the five (5) separate projects. That way, each project stands alone for earning fees. This allows you to submit the first section sooner than the later sections and earn the early submission bonus for the week that the first section is submitted, rather than waiting until the last section is finished before earning lower early submission bonuses for all the sections. It also puts you in control, in case something happens and you decide not to finish the complete group of projects, you can finish the ones you want to finish and receive appropriate credit for just those sections.

In the first proposal, before item 1 of the proposal, give me a description of the company you intend to analyze and a brief breakdown of how you intend to approach the process (a short outline or listing of the five projects in the total analysis). Then give me a complete 9 item proposal for the first of the five projects.

Each later proposal can include the same first part describing the total set of projects and then include the 9 item proposal for this particular project in the set of projects. Come see me if you need help organizing your project or your proposals.

Remember that when your five projects are completed, they are to form a single, integrated, well written report, not two sections written by one person and three sections written by the other in a totally different style. When the five sections are put together, the reader must see a single integrated report from the team.

As a last section of your report, be sure to tell me what you got from doing this project. What value did you derive, what lessons did you learn, and/or what realizations did you come to as a result of this project? How has your education been improved as a result of what you learned from doing this project?

Format For Major Team Small Business Analysis

Each project in the set is to be submitted in **REPORT** format, including a proper “References” page (called a Bibliography when it includes only written sources). The same references may appear in the references page of several of the projects.

1. Each report must include adequate referencing of sources within the text of the report so that the reader can readily determine the source for any given fact that you cite.

You must follow the REPORT format shown in *The 80/20 Style Guide for Professional Quality Business Writing*.

2. **Properly reference all sources.** Using someone else's information without referencing the source or using someone else's exact words without using an appropriate quotation method is plagiarism. **PLAGIARISM AND FALSIFYING DATA ARE GROUNDS FOR AN "F" IN THIS COURSE.**
3. All members of the team are held individually responsible for the team report. On this team project, each piece should be priced separately and the agreed-upon fee will be paid to the team for each project as if it was a stand-alone project. It will be up to the team to allocate the fees to the team members. I will assume that the team members have chosen to allocate the fees equally unless I am informed to the contrary.

However, if the majority of the team decides that some members should receive a larger allocation on a particular project report because of greater contributions to the success of that project piece and some members should receive less because of smaller contributions to the success of that project (piece of the whole), the majority vote of the team on allocation will be final. As in all matters under dispute, I will act as the final arbiter.

Resume and Cover Letter Project

Overview	You may research how to write a professional resume and an eye-catching, professional cover letter to accompany your resume and then use that new information to create a resume and cover letter to be used in your job search process when you graduate.
Process	<p>Step 1: Submit a proposal for a Resume and Cover Letter project and receive an approval.</p> <p>Step 2: Go to the Career Center and get brochures on resume and cover letter writing.</p> <p>Step 3: Read the below section entitled “Other Helpful Suggestions” to learn specifics that I require in resumes and cover letters submitted for this course.</p> <p>Step 4: Research on-line or in the library other examples of excellent resumes and cover letters.</p> <p>Step 5: Prepare a one-page resume.</p> <p>Step 6: Prepare a one-page cover letter to accompany your resume.</p> <p>Step 7: Submit your project on time.</p>
Deliverables	<ul style="list-style-type: none"> <input type="checkbox"/> Cover Page <input type="checkbox"/> Approved Proposal <input type="checkbox"/> One-page professional quality resume, incorporating the concepts discussed below <input type="checkbox"/> One-page professional quality cover letter written to a specific person at the company with which you want an interview (no "To whom it may concern" letters); incorporating the concepts discussed below <input type="checkbox"/> References page showing where you got information on resume and cover letter writing
Fee	\$1,000
Due Date	The Resume/Cover Letter project is due at class time the last class day of Week 4

Other Helpful Suggestions

Many of you will be seeking employment shortly after completing your program of study. It would be of benefit to you to have a current, professional resume and to know how to write a professional, eye-catching cover letter to accompany your resume before you begin the search process.

Therefore, you may choose to do a resume and cover letter for a project so long as you have not done a cover letter and resume in another class that I teach. As with every project, in order to be paid in this course you must indicate that you learned something new or learned how to do something better than you could have done it before this course.

Therefore, simply “polishing up” your old resume does NOT qualify for this project. You must go to the library and/or the Career Center to get information (books and pamphlets) on how to write a really excellent resume and cover letter. You will then indicate what you learned by writing an excellent cover letter and resume.

I have some strong opinions on how a professional resume and cover letter should look. Therefore, I will make a few suggestions here that are seldom in the books, but are powerful tips for writing really effective resumes and cover letters.

The Resume

First, a resume is not a chronological listing of every work experience you have ever had; **a resume is a sales brochure** and you are the product it is promoting. Therefore, under each job that you list (or school experience) don't just tell what your responsibilities and duties were; most of those will be relatively clear from the job title. Instead, tell what contributions you made, i.e., what difference you made while you filled the job.

Many students make the mistake of wasting space in their resumes by concentrating on job functions. For example, giving “Bank Teller” as a your job title, followed by “Waited on customers, balanced cash drawer, input transactions into the computer,” etc., is a waste of space. Those job functions are obvious from the job title of “teller.” Instead, tell the reader what contributions you made, what suggestions for improvements you made, or any changes you implemented. Example from the resume of a V.P of Operations for a bank: “Increased efficiency allowing the bank to double in assets while adding only one employee, giving us the lowest employee to assets ratio in our district.”

Tell the reader how the company was better off because you were filling that position instead of someone else. Did you make any suggestions that were implemented? Did the company accomplish anything significant while you were there to which you contributed even remotely? By showing what a difference you've made to other organizations you've

been with, you get them thinking about what contributions you might make to their organization. **Your resume will not be accepted if it does not include this extra pizzazz.**

Remember, a resume is not intended to get you a job – nobody was ever hired from a resume. The resume is intended to get you an interview, and anything that you can do to stoke the reader's interest and make them want to meet you is a step closer to an interview. Don't turn the reader off with inappropriate colored paper, flashy graphics, strange fonts or risky humor. Instead, stoke the reader's interest with the content of your resume.

A resume is NEVER longer than one page. I've seen people with 30 years of experience present a clear, attractive resume on one page. Remember, you're not listing everything you've done – just enough to get the reader to want to interview you.

The Cover Letter

Once you have an excellent resume, your next task is to catch the reader's attention and make sure that they carefully read the resume with interest. That's the job of the cover letter. The basic layout of the cover letter should follow the following structure:

1. The first paragraph gets the reader's attention. Thank the reader if he/she has ever been in contact with you. Explain how you got the name of the company and what led you to apply there (i.e., "Bill Evans from your accounting department suggested I contact you about your opening in the marketing department"), what job you are applying for, and say why you want to work for this company.
2. The second section (which may be one or a few paragraphs) should discuss why they should want to interview you. In this paragraph, you point out some of the most important things from your resume that you want to make sure they notice, particularly those things that you believe are most pertinent to the job for which you are applying. Describe what skills you bring to their company. This is the section where you "sell yourself." It is possible for this to be broken into more than one paragraph if you have several sentences of this information.
3. The final paragraph should thank them for looking at your resume and should specify exactly what the next step is, i.e., when **you** will call to make an appointment for an interview, etc.

The first sentence of a letter is very important, because it will determine whether the reader really pays attention to the rest of the letter. The first sentence of the first paragraph of the cover letter should NEVER begin with the word "I." Using "I" later in the cover letter is perfectly acceptable, but the first paragraph should say something about the company you

are applying to or the person to whom you are writing, or who suggested that you apply to this company. Word the first sentence to put the other person's name first.

The very best two words with which to begin a letter are "Thank you." However, you must have something "real" to thank the person for. If the person to whom you're writing has talked with you on the phone, corresponded with you, or met you, you can thank them for their time. If you have previously met the person to whom you are writing, for example, you might start with "Thank you for meeting with me on _____ to discuss the accounting position with XYZ Company. I am very interested in pursuing employment opportunities with XYZ Company because . . ." Never begin with "Thank you for reading my resume." They haven't read it yet and this is a very weak beginning for a letter.

If you can't say a genuine thank you (you have nothing to thank them for), the second best start for a cover letter is to begin with a name of someone your recipient will recognize. Start the sentence with the name. For example, rather than starting with "At a job fair at USD I met Mary Murphy from your company and she told me you are looking for. . .", say "Mary Murphy, accounting supervisor with your company, suggested that I send you a resume. . ." or "Mary Murphy suggested that I contact you about the position in your purchasing department." Using "Mary Murphy" (a name that the reader will recognize) instantly gets the reader's attention and gets them prepared to read what you have to say. It makes them feel obligated to at least read the rest of your letter as a courtesy to Mary Murphy.

One other error that students frequently make is turning a "you statement" into an "I statement." For example, "Thank you for . . ." is a "you statement." "I would like to thank you for . . ." is an "I statement." Whenever you have a simple choice of phrasing something as a "you statement" or an "I statement," in business writing you should always choose the "you statement."

Make your writing centered on the needs of the reader, not your own needs and wants. That is one way to make sure that the reader reads your letter and has a positive impression of you and your communication. "I statements" turn people off, as they (rightly or wrongly) indicate a selfish person who is only out for himself/herself.

If you don't have enough information on XYZ Company to explain why you want to work there, you don't have enough information on the company to deserve an interview. Do some research before you write the letter. Remember, interviews are earned with careful preparation and good execution of your job search plan.

When you have completed your research, and written your resume and cover letter, you must submit:

1. a cover page;
2. your accepted proposal;

3. a one-page professional resume;
4. a one-page cover letter **appropriate for a specific person at the company with which you want an interview** (no "To whom it may concern" letters); and
5. a references page showing the sources of the information that you researched on how to write professional quality resumes and cover letters and sources you used to gain information about the company to which you are submitting your resume..

A resume and cover letter project should not take much more than 5 hours and, therefore, **will pay a fee of \$1,000**. One more reminder – if you are going to do a resume and cover letter project, it must be submitted for the first time no later than Week 4.

Book Executive Summary Project

Overview	You may read a book relating to entrepreneurship (including Corporate Entrepreneurship exhibited by people like Richard Branson of Virgin and Jack Welsch of GE) and submit a concise “executive summary” of the book as a project.
Process	<p>Step 1: Find a book on entrepreneurship or entrepreneurs that you think will be valuable to you.</p> <p>Step 2: Submit a proposal for a Book Executive Summary Project and receive an approval.</p> <p>Step 3: Read the book.</p> <p>Step 4: Prepare a five-page report including a four-page “executive summary” of the book and a one-page “evaluation” of the book.</p> <p>Step 5: Submit your project on time.</p>
Deliverables	<ul style="list-style-type: none"> <input type="checkbox"/> Cover Page <input type="checkbox"/> Approved Proposal <input type="checkbox"/> Four-page “executive summary” of the book <input type="checkbox"/> One-page “evaluation” of the book <input type="checkbox"/> References page giving a correct APA bibliographic citation for the book
Fee	<p>Books under 100 pages – \$1,000</p> <p>Books 100 top 200 pages – \$1,500</p> <p>Books 201 top 300 pages – \$2,000</p> <p>Books 300 pages or longer – \$2,500</p>

Other Helpful Suggestions

If you choose, you may read a book on entrepreneurship and submit a concise “executive summary” of the book as a project. The library electronic card catalog (“Sally”) lists hundreds of books under the subjects Entrepreneurship, New Ventures, Small Business, Family Business, and Venture Capital. Looking through “Sally” at some of the titles will give you ideas. Throughout the course I will be mentioning books that relate to the course that are particularly interesting. The Kuratko text has a resources section at the end of every chapter listing articles and books for your perusal. If you are in doubt as to whether a specific book is appropriate to the course, bring the book and come talk to me about it.

You must submit a proposal and receive a signed contract before fees can be earned. This will insure that your book is related to this course. Make sure that your proposal indicates the number of pages in the book.

Depending on the size and complexity of the book, book reports should normally be bid in the range of \$1,000 to \$2,000 (5 to 10 hours of consulting time). \$2,500 is the maximum that will be paid for a book report project, but this large a fee is reserved for especially difficult or exceptionally long books. Books under 100 pages in length pay a fee of \$1,000; books 100 to 200 pages in length pay \$1,500; books 200 to 300 pages in length pay \$2,000; books 300 pages in length or longer or books that are exceptionally difficult will pay \$2,500.

If you are proposing to re-read a book that you have already read for another course, you should charge me a lower fee since re-reading and writing the report take less time than reading a book for the first time. You are on your honor to report to me in the proposal that this is a book that you have already read but that you'd like to review it for a book project. Re-reading a book for a book project should pay about half what the original reading would have paid (\$500 to \$1,250).

A book executive summary project should be submitted in REPORT form. A book project should include an executive summary of the book (no longer than four pages) and an evaluation of the book (no longer than one page). That means that a busy executive should be able to read your four-page summary and say that they got the most important points contained in the book. By reading your one page evaluation, the executive should be able to decide whether the book was worth reading or whether your four page summary contains all that they want to know about the book.

The best way to figure out how to write a book executive summary report is to imagine yourself in the following situation. Imagine that the CEO of your company just called you into his office. He said that he was going to be attending a seminar this weekend on entrepreneurship in management and he knew that many of his colleagues would be talking about this particular book. He wanted to be able to take part in the discussion and not look like he was totally ignorant of the book but he didn't have time to read the book himself.

He is assigning you the task of reading the book and telling him in a concise, 4-page report what is the most important information in the book, and in one page or less what you thought of the book. You want to look good in the eyes of the CEO and you want him to look good in front of his CEO colleagues. What would you tell him about this book?

As a last section of the evaluation page of your report, be sure to tell me what you got (if anything) from reading this book. What value did you derive, what lessons did you learn, and/or what realizations did you come to as a result of this project? How has your education, your career or your life been improved as a result of what you learned from reading this book?

Book executive summary project reports should be **no longer than five typed pages**, four pages of executive summary and one page of your evaluation of the value and contributions of the book. On the last page, under a heading “References,” include a proper APA style bibliographical reference for the book.

Case Analysis Project

Overview	You may read a case, analyze the case, and prepare a case summary presenting your analysis and describing what you learned from analyzing the case. This case summary may be presented in either written or oral form.
Process	<p>Step 1: Find a Small Business case that interests you. You may use cases in the text. There are also Entrepreneurship cases in many books in the library. I have a number of books with Entrepreneurship cases in them that you may borrow.</p> <p>Step 2: Submit a proposal for a Case Summary Project and receive an approval.</p> <p>Step 3: Read and analyze the case, as described in the following section.</p> <p>Step 4: If written: Prepare a three to four page analysis. If oral: Prepare and practice presenting your analysis.</p> <p>Step 5: If oral, arrange for a date on the class calendar to present your case analysis to the class.</p> <p>Step 6: If written: Submit your project on time. If oral: Present your case analysis in class.</p>
Deliverables	<ul style="list-style-type: none"> <input type="checkbox"/> Cover Page <input type="checkbox"/> Approved Proposal <input type="checkbox"/> If Written: Three to four page “case analysis” If Oral: Present your analysis of the case to the class <input type="checkbox"/> References page giving a correct APA bibliographic citation for the case
Fee	\$1,000

Other Helpful Suggestions

You may read a case, analyze the case, and prepare a case analysis report describing what you learned from analyzing the case. This case analysis may be presented in either written or oral form.

You may use any of the cases that are included in the course text/materials. If we will be discussing the case in the class, you may not submit the case after it has been discussed in class.

In addition, you may use any entrepreneurship, family business or small business case that you find elsewhere. If you have questions, Dr. Kunkel can often suggest books or lend books or cases to you from his personal collection his office.

After you have selected the case you would like to analyze, submit a proposal in e-mail memo form before completing the analysis. This will assure that you do not waste time analyzing a case that is not appropriate to this course.

A case analysis of a “Harvard style” case (a case that is usually from 8 to 20 pages in length and covers numerous issues) should be bid at \$1,000. A “focused” case (usually less than 5 pages in length and focusing on one or two issues) should be bid at \$500.

Analyzing a Case That Includes Questions

If the case comes from a source that gives questions at the end of the case, you are to do the following things:

1. Give a brief synopsis of the most important facts in the case.
2. Answer the questions at the end of the case. Be concise. Do not waste words, but do a thorough job of answering the questions.
3. Present your ideas clearly and professionally, as if you were a consultant to the company hired to recommend action. A typed, well organized, concise, professional report is required.
4. **Any written case analysis of a case that we will be discussing in class may be submitted no later than the beginning of the class in which that case is to be discussed.**

Analyzing a Case That Does Not Include Questions

If your case comes from a source that does not include a set of specific questions at the end of the case, you should do the following things:

1. Identify the major issues of the case. Given the brevity of the report, if there are many issues involved in the case, identifying three (3) major issues that are involved in the case is sufficient. If the case is a focused case, as opposed to a Harvard-style

case, there may be only one major issue raised by the case. Your report must contain enough of a description of the facts that the reader can determine what you are talking about without having extensive knowledge of the case.

2. For at least one of the issues that you identified, analyze the issue. List alternative courses of action, evaluate each, and make a recommendation as to what you think should be done. Be specific, not vague and general. Make sure that your suggestions are doable by the company (e.g., if you are suggesting that Joe's Hamburgers buy out McDonald's you need to show where Joe's is going to get the capital). Answer for the reader the question of how each suggestion can be implemented.
3. Are there any concepts or models that we have discussed in the class, or that have been presented in the text, or that you have learned in other business classes you have had that could be applied to this case? If so, describe them and their application to the case.
4. As a last section of your report, be sure to tell me what you got from doing this project. What value did you derive, what lessons did you learn, and/or what realizations did you come to as a result of analyzing this case? How has your education been improved as a result of what you learned from doing this project?
5. Present your ideas clearly and professionally, as if you were a consultant to the company hired to recommend action. A typed, well organized, concise, professional report is required.

Written Case Analysis

A written case analysis should be presented in no more than four (4) double-spaced pages of text, plus cover page and references page. Normally, the only references in a case analysis are the case and perhaps a reference to something from the text. Nonetheless, a written case analysis should be presented in **REPORT** form, with a cover page and a references page. It should be consistent with good business writing principles as shown in the *The 80/20 Guide to Top Quality Business Writing*.

Oral Case Analysis

If you intend to present a case analysis in the form of an oral report, the analysis will be identical to that for a written case analysis. The only difference is that you will be making an oral presentation to the class as if we were the executive board of the company. Your report should be **no more than seven (7) minutes in duration**. You must schedule your presentation on the class calendar in advance, and **cases that are on the Tentative Class**

Assignment sheet and scheduled to be discussed in class may not be presented as an oral case analysis.

You must provide the class with a professional presentation, as described in the "Suggestions for Effective Oral Presentations" section of *The 80/20 Style Guide for Professional Quality Business Writing*. Again, case analyses should normally be bid in the range of \$500 to \$1,000 (2½ to 5 hours of consulting time).

Current Event Analysis Project

Overview	You may find an interesting article or column in a business magazine or a newspaper about occurrences in entrepreneurship, and prepare either a written or an oral current events analysis.
Process	<p>Step 1: Find a small business article that interests you. (Maximum 5 Current Event Analyses in the semester).</p> <p>Step 2: Prepare a proposal for the article. The proposal does not need to be preapproved – submit proposal with the analysis.</p> <p>Step 3: Read and analyze the article, as described in the following section.</p> <p>Step 4: If written: prepare a 2-page analysis in memo form. If oral: prepare and practice presenting your analysis.</p> <p>Step 5: If oral: arrange for a date on the class calendar.</p> <p>Step 6: If written: Submit your project on time. If oral, present your oral report.</p>
Deliverables	<ul style="list-style-type: none"> <input type="checkbox"/> Cover page <input type="checkbox"/> Proposal – does not need to be preapproved <input type="checkbox"/> Attach a copy of the article <input type="checkbox"/> If written: No longer than two-pages in memo form If oral: A prepared and practiced 5 minute presentation <input type="checkbox"/> References page giving a correct APA bibliographic citation for the article
Fee	<p>One column newspaper article – \$200</p> <p>Intermediate length newspaper or short magazine article – \$500</p> <p>Long magazine article – \$800</p>

Other Helpful Suggestions

We are constantly surrounded by the ebb and flow of business start-ups and failures. The popular business press, including such newspapers and magazines as *INC.*, *Venture*, *Success*, *Fast Company*, and *Entrepreneur* magazines, take great delight in reporting on the successes and failures of entrepreneurial ventures and corporate turnarounds.

Academic journals in the field of entrepreneurship and small business include the *Harvard Business Review*, which has a section entitled "Growing Concerns" which discusses many of the issues facing the new venture and its founding entrepreneurs; *Entrepreneurship: Theory and Practice*; *Journal of Business Venturing*; and *Family Business Review*. All of these address issues that may be relevant to your interests and the course.

The Wall Street Journal, *Business Week*, *Fortune*, *Forbes*, *Business Horizons*, *The Academy of Management Executive*, *Harvard Business Review*, not to mention *USA Today* and local newspapers, are constantly updating readers on what is happening in American business and around the world, both large businesses and small ones. There is no sense in letting such rich opportunities for learning pass us by. Therefore, if you find an interesting article or column about occurrences that relate to issues we are discussing in this course, you may bring it to the class either as a written or an oral current events analysis.

You will not receive credit for a current events analysis that simply summarizes the material in the article. You must show how the material in the article relates to one or more concepts that we have discussed in class or that we have seen in the reading materials.

The article may support or contradict our other materials. It may show an example of a company applying one of the concepts we have discussed, or it may show how theory has evolved beyond what is shown in the course materials.

When you find an article that is interesting to you, you may present it in the form of either a written current events analysis or an oral current events analysis. In analyzing your article, you should:

1. Briefly summarize the article.
2. Point out the concept, model, or theory that your article affirms, contradicts, or exemplifies.
3. Explain how the article affirms, contradicts, or exemplifies the other materials or discussion in the course.
4. Describe what conclusion you have drawn as to the validity and/or applicability of the theory or concept. Who do you believe and why? Where could you apply this concept and why, etc.?
5. As a last section of your report, be sure to tell me what you got from doing this project. What value did you derive, what lessons did you learn, and/or what realizations did you come to as a result of this project? How has your education been improved as a result of what you learned from doing this project?

Simply summarizing what an article says will not be accepted as a current events project. You must analyze how the article relates to specific material from the course.

If you choose, you may attach a proposal on paper in **MEMO** format to the current events analysis rather than sending it to me ahead of time by e-mail. For current events analyses proposals do not need to be pre-approved.

The current events analysis is designed to give you an opportunity to capitalize on and learn from events that are happening during the semester as you take this course. It is not intended that you would make these types of analyses the primary type of project that you undertake during the semester.

Therefore, you may complete no more than five (5) current events analyses during the semester without prior authorization to complete more than five. In addition, newspaper and magazine articles that are more than one month old do not qualify as “current events” for these projects.

Written Current Event Analysis

If you choose to do your current events analysis in written form, use **MEMO** format and it should be **no longer than two (2) double-spaced pages plus a cover page**. Attach a project cover page so that I have complete information on submission date, bonus, etc., and so that I have a sheet on which to write “Paid.” Your description should be brief, concise, and to-the-point so that a busy executive can take your conclusions into account in their concept of reality. **Attach a copy of the article to your write-up**. Written current events analyses will pay a fee of \$500 (2½ hours of consulting time).

Oral Current Event Analysis

If you choose to do your current events analysis in oral report form, you must arrange for a time on the calendar for your presentation. Normally, I will make every effort to work current events analyses into the class the same day you present your proposal, if you like. Your presentation should be **no longer than five (5) minutes**. However, if it is a particularly momentous or interesting topic, the class may continue to discuss the issue beyond your presentation.

If more than one person shows up with a proposal to present the same article or issue on the same day, the person to be allowed to present will be selected by a game of chance (i.e., paper, rock, scissors). The other(s) will not be paid for the presentation they did not give.

You must provide the class with a professional presentation, as described in the "Suggestions for Effective Oral Presentations" section 8 of the *80/20 Style Guide for Professional Quality Business Writing* in the materials for this course. **For Oral Current Event Projects, attach a copy of the article on which you are reporting to the proposal with a cover page and submit it for payment.** Again, oral current events analyses will pay a fee of \$500 (2½ hours of consulting time).

Presentational Speech Project

Overview	You may prepare and deliver a speech to the class. The types of speeches you may undertake are described below.
Process	<p>Step 1: Choose a speech type and topic.</p> <p>Step 2: Submit a proposal and receive an approval.</p> <p>Step 3: Prepare and practice the speech (no more than 5 minutes).</p> <p>Step 4: Arrange for a time to be put on the class calendar for you to deliver your speech.</p> <p>Step 5: Give the speech.</p>
Deliverables	<ul style="list-style-type: none"> <input type="checkbox"/> Cover page <input type="checkbox"/> Approved Proposal <input type="checkbox"/> Oral presentation – 5 minutes <input type="checkbox"/> References page giving a correct APA bibliographic citation for any resources used
Fee	\$1,000

Types of Presentational Speeches

Throughout the course of your professional life you will be asked to give a variety of public presentations. Most people quail at the prospect of having to get up and talk in front of any group of people. Nevertheless, learning the set of skills you will need to master and give effective presentations will be an asset to you the rest of your life.

Acting as the owner or senior executive of a specific business (your own business or one you research), you are to prepare and deliver one of the following types of speeches:

1. **Award Presentation Speech:** The purpose of this speech is to bestow a gift or an award on a recipient. It could be a gift made to an individual, a group, or an organization, such as a university or charity. It could be an award such as a “Person of the Year,” “Entrepreneur of the Year,” “Business of the Year” or “New Venture of the Year” award presentation. Your job is to explain what is happening, and to recognize the accomplishments of the recipient as a rationale for the award.

2. **Acceptance Speech:** The purpose of this speech is to accept an award, honor or grant or some form of gift to your business as recognition for the contributions made to the community or your industry by your business.
3. **Introduction Speech:** The purpose is to introduce a speaker who will follow you. You are to build enthusiasm for the speaker and the topic, and establish a climate of welcome that will boost the speaker's credibility.
4. **Commemorative Speech:** The purpose of this speech is to pay tribute to a person (e.g., a retiring CEO), a group of people (e.g., the Board of Directors at the annual company dinner), an institution (e.g., the 25th anniversary celebration of the founding of the business), or an idea (recapturing the business as a privately owned firm from its publicly owned status or announcing a merger).
5. **Press Statement:** The purpose of this speech is to meet the press to announce some form of change within a very public business. Possible events could include announcement of a major grant to fund some philanthropic project, or the announcement of leadership succession, the hiring of a new senior executive, or a proposed merger.

These speech assignments will take some creativity on your part to develop mock situations that will provide an appropriate context for each type. You can base your presentations on real current events, historical cases, or hypothetical events. You can get your ideas for each by reading business and social calendar sections of the Sunday newspaper, go on-line with various news groups, or adapt one from a business history, case analysis, or current events project you are already completing.

You are not restricted to the types listed above. You could also construct presentations that could include sales presentations, technical reports (listing the relative advantages and disadvantages of purchasing a product or adopting a policy), staff reports (briefings to employees about coming changes in policy or new standards of evaluation), progress reports (briefing supervisor or CEO on current status of a continuing project), or investigative reports (report from a third-party agency like a consultant on the current status of business practices with recommendations).

Your presentation should be **no more than five (7) minutes in duration**. You must schedule your presentation on the class calendar in advance. Please come prepared to explain the context of your presentation before you begin. This explanation should help to establish your credibility, not undermine it!

You must provide the class with a professional presentation, as described in the "Suggestions for Effective Oral Presentations" section 8 of *The 80/20 Style Guide for Professional Quality Business Writing*. You will turn in a copy of the proposal, a cover page

and a page of references following the **REPORT** format, and an outline following the specifications in Section 8.6 of the *Style Guide for Professional Quality Business Writing*

A Presentational Speech project will pay a fee of \$500 (2½ hours of consulting time).

Interviewing an Entrepreneur

Overview	You may interview an entrepreneur, either the founder of a business or a person who you believe exhibits what we call “corporate entrepreneurship.”
Process	<p>Step 1: Identify an entrepreneur from whom you feel you could learn something of value and arrange to interview him/her.</p> <p>Step 2: Submit a proposal for the interview and receive approval.</p> <p>Step 3: Schedule the interview, show up on time with a prepared list of questions to ask the owner. Interview the entrepreneur.</p> <p>Step 4: If written, write a professional report on the interview, not a transcript of the interview, but an analysis of what you learned.</p> <p style="text-align: center;">If oral, arrange for a time to be put on the class calendar for you to deliver your interview analysis.</p> <p>Step 5: If oral, give the oral presentation.</p>
Deliverables	<ul style="list-style-type: none"> <input type="checkbox"/> Cover page <input type="checkbox"/> Approved Proposal <input type="checkbox"/> Written report 4 to 6 pages in report form OR oral presentation – 5 minutes <input type="checkbox"/> References page giving a correct APA bibliographic citation for interview and other resources used
Fee	\$2,000

Other Helpful Suggestions

You may interview an entrepreneur, either the founder of a significant business entity or someone who you feel can truly be called a “corporate entrepreneur,” a person who demonstrates significant entrepreneurial behavior within an existing organization.

Because one of the goals of the course is to get you to think bigger than subsistence level, income substitution small businesses, for purposes of this project unless you can explain to me why it is important to you to interview the owner of a “mom ‘n’ pop” small business or a person who is self-employed without a significant business entity, I will ask

you to find a larger, more significant, more growth-oriented new business or one that has the potential to become one.

You should discuss with the entrepreneur the pros and cons of a career in entrepreneurship versus working in a corporate environment. What are the joys and headaches of founding, owning and operating your own business? Do the joys outweigh the problems?

Listen carefully to the entrepreneur's story. How did the entrepreneur get started in business ownership? What did the entrepreneur do before owning their first business? What education and experience did the entrepreneur have that prepared them for entrepreneurship and to be successful in their chosen industry?

Is this the first venture that this entrepreneur has owned? If not, how did their prior ventures fare? What did they learn from their prior ventures that helped them to be successful with this one? How important was the learning from the earlier ventures in the success of the present venture?

What would they do differently in their career if they could go back and do it again? How would they feel about working for someone else now that they have been an entrepreneur?

What are the most pressing problems that the entrepreneur faces on a regular basis? How do they try to deal with those problems? How do they balance the need for long-term, big picture thinking and planning with the on-going, daily pressures and demands of "getting the job done" and keeping the business successful on a day-to-day basis? How would they compare the importance of profits with the importance of cash flow in the business?

What could change that would make their life better? What is their biggest worry? What is their greatest cause for satisfaction and joy? What are the most important governmental issues that this business has to deal with?

What would the owner advise a student just graduating with a masters in business to do to prepare for business ownership, a career in entrepreneurship, and/or employment in this industry?

In writing your report, **do not use "transcript" format**, where you tell every question you asked followed by the interviewee's answer. Instead, you must synthesize what you heard in the interview and write a professional report, in report form, with headings, etc., conveying to me the story your interviewee told and what you learned from him/her.

As a last section of your report, be sure to tell me what you got from doing this interview project. What value did you derive, what lessons did you learn, and/or what

realizations did you come to as a result of this interview? How has your education been improved as a result of what you learned from doing this project?

An interview with an entrepreneur should result in a report approximately 4 to 6 pages long and will pay a fee of \$2,000 (10 hours of consulting time).

Interviewing a Service Professional

Overview	You may interview a service provider in an industry you are in or hope to enter (a banker, venture capitalist, accountant, attorney, etc.,) who provides services to entrepreneurs.
Process	<p>Step 1: Identify a service provider from whom you feel you could learn something of value to you and arrange to interview him/her.</p> <p>Step 2: Submit a proposal for the interview and receive approval.</p> <p>Step 3: Schedule the interview, show up on time with a prepared list of questions to ask the owner. Interview the service provider.</p> <p>Step 4: If written, write a professional report on the interview, not a transcript of the interview, but an analysis of what you learned.</p> <p style="text-align: center;">If oral, arrange for a time to be put on the class calendar for you to deliver your interview analysis.</p> <p>Step 5: If oral, give the oral presentation.</p>
Deliverables	<ul style="list-style-type: none"> <input type="checkbox"/> Cover page <input type="checkbox"/> Approved Proposal <input type="checkbox"/> Written report 4 to 6 pages in report form OR oral presentation – 5 minutes <input type="checkbox"/> References page giving a correct APA bibliographic citation for interview and other resources used
Fee	\$2,000

Other Helpful Suggestions

If your goal is to become a service provider to entrepreneurs (banker, venture capitalist, accountant, attorney, etc.,) as opposed to becoming an entrepreneur yourself, you may interview a member of the profession you hope to enter. You may discuss with this professional the unique circumstances of working with entrepreneurs versus other clients. What are the joys and headaches of working with entrepreneurs? Do the joys outweigh the problems?

Listen carefully to the professional's story. How did the professional get into this profession? What did the professional do before that prepared them to enter this profession?

What education and experience did the professional have that prepared them for this career? What would they do differently if they could go back and do it again? Has what they have seen with entrepreneurs made them aspire to someday own their own business themselves?

What are the most pressing problems that the professional faces on a regular basis? What are the greatest challenges of being a service provider to small and/or new businesses and working with small businesspeople and entrepreneurs? How do they try to deal with those problems? What are the greatest joys? What could change that would make their life better?

What are the most important governmental issues that this professional has to deal with?

What would the professional advise a student just graduating with a masters in business to do to prepare for a career in their profession?

In writing your report, **do not use “transcript” format**, where you tell every question you asked followed by the interviewee’s answer. Instead, you must synthesize what you heard in the interview and write a professional report, in report form, with headings, etc., conveying to me the story your interviewee told and what you learned from him/her.

As a last section of your report, be sure to tell me what you got from doing this interview project. What value did you derive, what lessons did you learn, and/or what realizations did you come to as a result of this interview? How has your education been improved as a result of what you learned from doing this project?

An interview with a service professional should result in a report approximately 4 to 6 pages long and will pay a fee of \$2,000 (10 hours of consulting time).

Entrepreneurial Networking Key Contact File

Overview	You may begin the process of building an “entrepreneurial networking key contact file.” You must identify at least 15 or 25 individuals who could be key resource contacts should you pursue a career in Entrepreneurship.
Process	<p>Step 1: Research and identify individuals who might be valuable contacts for a budding entrepreneur.</p> <p>Step 2: For each individual, create a key contact file entry sheet as described below.</p> <p>Step 3: Compile the entries into a binder of some sort.</p> <p>Step 4: Submit your key contact binder on time.</p>
Deliverables	<ul style="list-style-type: none"> <input type="checkbox"/> Cover page <input type="checkbox"/> 15 or 25 entries, each on a separate sheet, each entry up to one-page long <input type="checkbox"/> some form of binder to hold the entries
Fee	<p>15 entries: \$3,000</p> <p>25 entries: \$5,000</p>

Other Helpful Suggestions

You may begin the process of building an “entrepreneurial networking key contact file.” You must identify at least 15 or 25 individuals who could be key resource contacts should you pursue a career in Entrepreneurship.

At least one individual on your list should be included from each of the following categories: accountants, bankers, business brokers, consultants, entrepreneurs, lawyers, technologists (specialists in the technology[ies] in which you are interested), and venture capitalists. A separate entry, up to one page each, is required for each individual listing their name, address, telephone, FAX, and e-mail, as well as their education, experience, and key professional and personal interests, hobbies or passions, along with an entry explaining what value this contact might be to you in your entrepreneurial career and for what purposes you might want to contact this person in the future.

The reason for collecting and recording the personal and professional information about each person is so that you have a memory jogger as to topics of common interest about which you can speak to begin conversations later when you contact them about some

professional question or issue. Nothing helps to break the ice with someone from whom you want information or help as much as knowing something about the person's life and interests about which you can chat before beginning the "business" part of the conversation. Without that information in your file you may well not remember anything about which you can speak with this contact.

Building a key contact file of at least 15 individuals will pay \$3,000 (15 consulting hours). Building a key contact file of at least 25 individuals will pay \$5,000 (25 consulting hours).

Attendance at a Meeting of a Professional Organization

Overview	You may attend a meeting of a professional association or trade group of an industry that interests you. Find out about the group, call someone and get an invitation to the meeting as a guest, and attend the meeting. Network with executives from companies in the industry. Listen to the presentation (if any) and discuss the industry with the people you meet. You might look above at the interview project to get ideas of things you might want to discuss with people with whom you interact at the meeting.
Process	<p>Step 1: Choose an organization and arrange to attend a meeting.</p> <p>Step 2: Submit a proposal for the project and receive approval.</p> <p>Step 3: Attend the meeting and take notes.</p> <p>Step 4: If oral, arrange for a time to be put on the class calendar for you to deliver your oral report.</p> <p>Step 5: If written, write a professional report on the meeting, following the directions below. Of oral, give the oral presentation.</p>
Deliverables	<ul style="list-style-type: none"> <input type="checkbox"/> Cover page <input type="checkbox"/> Approved Proposal <input type="checkbox"/> Written report 4 to 6 pages in report form OR oral presentation – 5 minutes <input type="checkbox"/> References page giving a correct APA bibliographic citation for interview and other resources used
Fee	\$2,000

Other Helpful Suggestions

There are many professional organizations in the San Diego area where business executives from different industries meet to discuss problems, issues, and challenges in their industry as well as to network. Most industries have trade associations. For example, the San Diego Telecom Council has activities and meetings at least once or twice a week for their 600 + member companies in the telecommunications industry here in San Diego.

There are also community service organizations that provide business owners networking opportunities while they serve their community, such as the Rotary, Lions and Optimists clubs. There are self-help organizations that help executives develop skills necessary for business success, such as Toastmasters Clubs which help executives to develop their abilities in public speaking. Attending a meeting of any one of these kinds of organizations can be an excellent educational opportunity. These are also excellent places to network with people with whom you might want to interview when you graduate.

You may attend a meeting of a professional association or trade group of an industry that interests you. The one limitation is that you may not report on a meeting of a group of which you are already a member (such as a Rotarian attending his regular Rotary meeting). Find out about the group, call someone and get an invitation to the meeting as a guest, and attend the meeting. Network with executives from companies in the industry. Listen to the presentation (if any) and discuss the industry with the people you meet. You might look above at the interview projects to get ideas of things you might want to discuss with people with whom you interact at the meeting.

In order to get paid for attending a professional meeting, you will be required to write a 4 page report on what you learned as a result of attending the session. If there is a formal presentation or speaker, do NOT simply outline the speaker's presentation. Describe briefly the points from the presentation that you feel were most relevant or important to you and what you got out of the presentation that you feel is of particular value to you in your career or your entrepreneurial aspirations.

Also discuss what conversations you had with business persons in the room and what you thought of the whole experience. Do you see any value in this kind of professional organization? Would you join such an organization if you owned or worked for a business in this industry? Do you plan in the future to join other such professional organizations that are appropriate to your career?

As a last section of your report, be sure to tell me what you got from doing this project. What value did you derive, what lessons did you learn, and/or what realizations did you come to as a result of this project? How has your education been improved as a result of what you learned from doing this project? What contacts did you make that might be of value to you in your career, future ventures, or your life?

As a part of your evaluation of the experience I want you to tell me whether you think you would consider becoming a regular member of this organization. What contribution do you think this organization or one like it might make to your career and personal development? Do not be afraid to say, "No, I wouldn't like to become a member of this organization because my visit showed me that it doesn't have enough value for me to justify the commitment of time involved," or some other negative conclusion. The very reason for visiting an organization is to decide whether it has value for you, and sometimes the answer to that question will be "No."

Attending a professional meeting and writing a four-page report on the experience pays a fee of \$2,000 (10 hours of consulting time).

Reaction to a Guest Speaker

Overview	You may write two-page memo expressing your reaction to a guest speaker.
Process	<p>Step 1: Attend the class when a guest speaker presented and take careful notes.</p> <p>Step 2: Submit a proposal for the project and receive approval.</p> <p>Step 3: Submit a two-page memo in memo form relaying your reaction to the speaker. Briefly summarize the main points of the talk. Then evaluate how valuable you felt the speaker's thoughts were for your entrepreneurial career.</p> <p>Step 4: Submit your memo on time.</p>
Deliverables	<ul style="list-style-type: none"><input type="checkbox"/> Cover page<input type="checkbox"/> Approved Proposal<input type="checkbox"/> Written 2-page memo
Fee	\$500

Other Helpful Suggestions

Occasionally we may have guest speakers visit our class. After a guest speaker has visited our class, you may write a two-page memo telling me your reaction to the guest speaker. Briefly summarize the speaker's main points. Describe the points or lessons that you found most informative or relevant to your life and/or career goals and explain what value you found in these points.

Give an overall evaluation as to how valuable of a contribution you felt this speaker's presentation was to this course and to your education. Should I invite this speaker to visit the class next semester? Why or why not?

Include a cover page, approved proposal, and a written two-page report in memo form. The fee for a Reaction memo will be \$500.

Projects Based on Exercises in the Text

Nearly every chapter in the text has exercises and projects that you can undertake that will give you the opportunity to develop your skills and knowledge in entrepreneurship. Any one of those exercises would make a worthwhile project. If you would like to use one of the exercises in the text as the basis for a project, the following rules apply.

Many of the exercises in the text will be assigned for class participation credit. Any exercise that is assigned in the “Tentative Class Assignment Schedule” that will be handed out on the first day of class is NOT eligible to be done for additional credit as a project, unless you can show me how you are “adding value” or expanding on what was done for class.

As with Student Designed Projects (see below), in general the rule of \$200 per hour of consulting time and \$500 per page of output will be followed. In other words, if you are proposing to do an exercise that you expect to take you about 5 hours of time to complete, that project would pay a fee of \$1,000. A project that will result in a four (4) page professional quality written report would normally indicate a \$2,000 project. It would be exceptional if one of the exercises in the text took more than 10 consulting hours to prepare and present, or was paid more than \$2,000.

Student Designed Project

You are free to design projects of your own choosing. Remember that all projects must be preceded by a proposal which allows me to understand what you are doing and give guidance if I feel you are attempting something that can't be done or if I am unable to understand what you plan to do.

Student designed projects may be for fees **up to \$5,000**. Any project that would have a fee larger than \$5,000 must be broken into a series of smaller related projects. The topic of a student designed project may be anything that is related to the course or the course materials. Here again, I will have the opportunity to examine your proposal before you begin work on the project and will be able to warn you if I see that you are getting too far afield of issues related to entrepreneurship.

Recognize that in estimating the fee for a student designed project, in general the rule of \$200 per hour and \$500 per page of output will be followed. In other words, if you are proposing a \$5,000 project, you are proposing a project that you believe will take you realistically 25 hours to complete and will result in an output of 10 pages of professional quality report. A 4 page professional quality written report would normally indicate a \$2,000, 10 consulting hour project.

The Student designed project category is designed to allow your creativity to soar. This category allows you to design any kind of project that you wish, so long as it is in any way related to the subject matter of the course. Be bold! Let your imagination take flight! This category is designed to allow you to design projects that are relevant and important to you, as well as fun and stimulating. If your projects are boring, you have only yourself to blame!

As a last section of your report, be sure to tell me what you got from doing this project. What value did you derive, what lessons did you learn, and/or what realizations did you come to as a result of this project? How has your education been improved as a result of what you learned from doing this project?