

GSBA 537.01 -- Fall 2006
Dr. Kunkel
Tentative Class Assignment Schedule

Week	Date	Topic for Session	Preparation for Class
1	Mon 9/11	Introduction to the Course Overview of the Textbooks & Materials Student and Instructor Introductions Discuss Consultant Learning Case: The "Anderson Letter"	
2	Mon 9/18	Answer Questions on Consultant Learning approach to course	Course Materials: <i>Syllabus, Suggested Projects, Student Guide, 80/20 Guide</i>
		Why Burn Your Business Plan? 7 Actions Before You Write a Bus. Plan Case: Global Source Healthcare	Gumpert Ch. 1, 2, & 3 Gumpert Ch. 4, 5, & 6 Case Packet
3	Mon 9/25	7 Actions Before You Write a Bus. Plan Business Plans in the Investment Process	Gumpert Ch. 7, 8, & 9 Gumpert Ch. 10, 11, 12 & 13
		Case: New Century Brewing	Case Packet
4	Mon 10/2	The Entrepreneurial Revolution E: An Evolving Concept	Kuratko Ch. 1 Kuratko Ch. 2
		Case: Shirts 'N Stuff	Case Packet
5	Mon 10/9	Intrapreneurship: Corporate E Developing E Perspective in Individuals	Kuratko Ch. 3 Kuratko Ch. 4
		Case: CommunityWeb.com	Kuratko page 79
6	Mon 10/16	Developing Creativity & Innovation Ethics & Social Responsibility in E	Kuratko Ch. 5 Kuratko Ch. 6
		Case: Stew Leonard's Dairy	Kuratko page 188
7	Mon 10/23	Environmental Assessment Marketing Research for New Ventures	Kuratko Ch. 7 Kuratko Ch. 8
		Case: Little Red Roaster	Case Packet
8	Mon 10/30	Financial Preparation for New Ventures Developing an Effective Business Plan	Kuratko Ch. 9 Kuratko Ch. 10

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		Case: The F1 Experience	Kuratko page 325 Last day to submit proposals
9	Mon 11/6	Assessing & Evaluating E Opportunities Legal Structures for New Businesses	Kuratko Ch. 11 Kuratko Ch. 12
		Case: Giganet, Inc	Case Packet
10	Mon 11/13	Legal Issues Related to Emerging V's Sources of Capital for E	Kuratko Ch. 13 Kuratko Ch. 14
		Case: The Playboy Emblem: Trademark	Kuratko page 513
11	Mon 11/20	Strategic Planning for Emerging V's Managing Entrepreneurial Growth	Kuratko Ch. 15 Kuratko Ch. 16
		Case: Strategic Direction at Quack.com	Case Packet Last day to submit projects
12	Mon 11/17	Global Opportunities for E's Valuation of Business Ventures	Kuratko Ch. 17 Kuratko Ch. 18
		Case: Acordia's "Little Giants"	Kuratko page 608
13	Mon 12/4	Succession & Continuity: Family Bus. Women & Minority E	Kuratko Ch. 19 Kuratko Ch. 20
		Case: Village Automotive Group	Case packet
14	Mon 12/11	TQM: Continuous Improvement for E's	Kuratko Ch. 21
		Case: "Sportin' Life" Minority E Evaluate the course – student evaluations	Kuratko page 734