

EEE 5333  
 Launching a Business: First 100 Days  
 Spring 2016

Bruce Barringer, PhD  
 Oklahoma State University

<b>Office</b>	Spears School of Business, Room 104B
<b>Phone</b>	405-744-9702 (Office)
<b>E-Mail</b>	Bruce.Barringer@okstate.edu
<b>Desire2Learn</b>	All course material will be placed on D2L
<b>Entrepreneurship Department Web Site</b>	<a href="http://entrepreneurship.okstate.edu">http://entrepreneurship.okstate.edu</a>
<b>Distance Learning Support</b>	Twitter: @spearsdistance <a href="mailto:spearsdistance@okstate.edu">spearsdistance@okstate.edu</a> 405-744-4048
<b>Office Hours</b>	As needed, in person or by phone.
<b>Technical Assistance for Video Lectures</b>	<a href="http://ra.okstate.edu/stw_ssb/VideoHelp">http://ra.okstate.edu/stw_ssb/VideoHelp</a>
<b>Required Textbook</b>	<i>Launching a Business: The First 100 Days</i> , by Bruce Barringer
<b>Course Objective</b>	To acquaint students with the nuts & bolts tasks that a new business owner must accomplish in the first 100 days of a business to get the business off to a good (and legally proper) start.

### Course Description

This is a very hands-on, nuts and bolts course that's focused specifically on the tasks that a new business owner must complete in the first 100 days of launching a business. Think of it this way. Imagine you've conceived a business idea, written a business plan, raised seed capital, and are set to launch your business on Sept 1. Now, what would you actually do on Sept 1st, Sept 2nd, Sept 3rd and so forth? How would you set your priorities? Although the answer to this question will vary depending on the business, there are a set of key activities that all businesses must accomplish to get their businesses off to a good (and legally proper) start. Examples include securing the proper business licenses and permits, setting up a bookkeeping system, negotiating a lease, buying insurance, entering into contracts with vendors, recruiting and hiring employees,

making the first sale, finding the proper work-life balance, and so forth. Broader issues such as developing a business model and building a brand will be touched upon. But the primary focus of the course will be the nitty-gritty issues that a business owner needs to accomplish, and needs to accomplish right, to get a business off to a good start.

### Course Objectives and Program Learning Goals

Course Objective	Program Learning Goal
Illustrate the need to think sequentially and purposefully about the first 100 days of a business's existence.	• Knowledge of the New Venture Creation Process
Identify and describe the major steps in the First 100 Days Plan	• Knowledge of the New Venture Creation Process
Illustrate principles of responsible risk-taking in rolling out a business.	• Responsible Risk Taking
Emphasize the portions of the new venture creation process that are emphasized in the first 100 days of a business.	• New Venture Creation Process

### Class Structure

Each student will select a business (that is about to start) from an approved list. If a student already has a business that he/she plans to start, the student may use that business. The course will then entail each student developing a "First 100 Days Plan" for the business.

### Assignments

Each student will complete a First 100 Days Plan (through the course of the semester) for his or her assigned business. The "First 100 Days Plan" will be divided into parts. Each part will correspond to a chapter in the book. Students will be required to complete and submit the individual parts on the dates stipulated on the course syllabus. The individual parts will be reviewed and graded by the instructor.

### Grading

Each of the 13 parts of the "First 100 days" plan will receive a grade. There will be a final exam. Students will be graded on their participation in the D2L Discussion Board.

Each part of the First 100 Days Plan 13 parts x 10 points per part	130 points
Midterm Exam	50 points
Final Exam	60 points
Participation in D2L Discussion Board	60 points

Total Points	300 points

**Class Schedule**  
**EEE 3333: Launching a Business: First 100 Days**  
**Spring 2016**

<b>Date</b>	<b>Topic</b>	<b>Assigned Reading</b>
Week 1, Jan 11	Introduction Legal Requirements Part 1	Introduction Part 1
Week 2, Jan 18	Legal Requirements Part 2  Part 1 of First 100 Days Plan Due at 12 Noon (Central Time) on Wednesday, Jan 20	Part 2
Week 3, Jan 25	Getting Up and Running  Part 2 of First 100 Days Plan Due at 12 Noon (Central Time) on Wednesday, Jan 27	Part 3
Week 4, Feb 1	Bookkeeping and Financial Management  Part 3 of First 100 Days Plan Due at 12 Noon (Central Time) on Wednesday, Feb 3	Part 4
Week 5, Feb 8	Protecting Your Intellectual Property  Part 4 of First 100 Days Plan Due at 12 Noon (Central Time) on Wednesday, Feb 10	Part 5
Week 6, Feb 15	Establishing a Professional Image  Part 5 of First 100 Days Plan Due at 12 Noon (Central Time) on Wednesday, Feb 17	Part 6
Week 7, Feb 22	Establishing an Online Presence  Part 6 of First 100 Days Plan Due at 12 Noon (Central Time) on Wednesday, Feb 24	Part 7
Week 8, Feb 29	Creating a Sales Process and Your First Sale  Part 7 of First 100 Days Plan Due at 12 Noon (Central Time) on Wednesday, March 2	Part 8

	Open Note/Open Book Short Answer Midterm will be posted at 9:00 am on Monday, Feb 29 and will be due at midnight on March 2..	
Week 9, March 7	Marketing  Part 8 of First 100 Days Plan Due at 12 Noon (Central Time) on Wednesday, March 9	Part 9
Week 10, March 14	Spring Break  No assignment due this week.	
Week 11, March 21	Operations  Part 9 of First 100 Days Plan Due at 12 Noon (Central Time) on Wednesday, March 23	Part 10
Week 12, March 28	Managing a Business's Money  Part 10 of First 100 Days Plan Due at 12 Noon (Central Time) on Wednesday, March 30	Part 11
Week 13, April 4	Hiring Your First Employee  Part 11 of First 100 Days Plan Due at 12 Noon (Central Time) on Wednesday, April 6	Part 12
Week 14, April 11	Day to Day Challenges of Operating a Business  Part 12 of First 100 Days Plan Due at 12 Noon (Central Time) on Wednesday, April 13	Part 13
Week 15, April 18	Review  Part 13 of First 100 Days Plan Due at 12 Noon (Central Time) on Wednesday, April 20	
Week 16, April 25	Review	
Week 17, May 2	Open Note/Open Book Short Answer Final will be posted at 9:00 am on Monday, May 2 and will be due at midnight on May 4.	



**OKLAHOMA STATE UNIVERSITY  
SYLLABUS ATTACHMENT  
Spring 2016**

<http://academicaffairs.okstate.edu/>

*YOUR SUCCESS AS A STUDENT IS OUR TOP PRIORITY.  
THIS INFORMATION IS PROVIDED TO ANSWER QUESTIONS MOST OFTEN ASKED BY STUDENTS.*

## **IMPORTANT DATES**

Last day to add a class (without instructor permission)	1/19/2016
Last day to drop a course with no grade and 100% refund	1/19/2016
Last day to add a class (requires instructor & advisor permission)	1/22/2016
Last day to drop a course or withdraw from the University with an automatic "W" and receive a partial refund (requires advisor signature)	1/22/2016
Last day to post 6 week grades	2/23/2016
Last day to file diploma application (for name to appear in Fall Commencement program)	4/1/2016
Last day to drop a class or withdraw from the University with an automatic "W"	4/8/2016
Last day to withdraw from all OSU classes with an assigned grade of "W" or "F"	4/22/2016
Pre-Finals week	4/25-4/29/2016
Final examinations	5/2-5/6/2016

*Note: Outreach, Internet, and short courses have unique drop/add and refund deadlines; lookup the specific deadlines for these courses on the Short, Internet and Outreach Class Schedules page of the Registrar's website <http://registrar.okstate.edu/SIO-Schedule>.*

## **Spring Semester Holidays**

University Holiday	1/18/2016
Students' Spring Break	3/14-3/18/2016

**DROPPING A COURSE AND WITHDRAWING FROM THE UNIVERSITY**, students often confuse these terms.

**Dropping a Course** (or courses) may occur during the first twelve weeks of the semester. This means, however, that you are still enrolled in at least one other OSU course. Exceptions to the deadlines above may only be considered by petition due to documented extraordinary circumstances and committee approval. The Retroactive Drop/Withdraw Petition and the Petition for a Refund of Tuition and Fees forms are available on the Registrar's website <http://registrar.okstate.edu/Forms>.

**Withdrawing** from the university means dropping *all* courses and you *are no longer enrolled for the current semester*. This may occur until the Friday before pre-finals week. The withdrawal process is initiated with your academic advisor. For additional information and dates, go to: [HTTP://ACADEMICAFFAIRS.OKSTATE.EDU/CONTENT/ADDING-DROPPING-AND-WITHDRAWING-COURSES](http://ACADEMICAFFAIRS.OKSTATE.EDU/CONTENT/ADDING-DROPPING-AND-WITHDRAWING-COURSES)

## **ALERTS AND RESCHEDULING**

If the OSU campus officially closes due to inclement weather or other emergencies, alerts are provided to local news media and posted on the OSU website. Missed exams, classes, or assignments may be rescheduled at times outside the normal meeting schedule. If valid, documented circumstances prohibit students from attending the rescheduled classes, instructors should provide reasonable alternative means for makeup.

## **SEEK ANSWERS TO YOUR QUESTIONS**

The OSU faculty and staff want you to be successful in your educational pursuits. If you have questions or concerns, seek help EARLY. We are here to assist you.

## **ACADEMIC INTEGRITY**

101 Whitehurst, 405-744-5627 <http://academicintegrity.okstate.edu>

OSU is committed to maintaining the highest standards of integrity and ethical conduct. This level of ethical behavior and integrity will be maintained in this course. Participating in a behavior that violates academic integrity (e.g., unauthorized collaboration, plagiarism, multiple submissions, cheating on examinations, fabricating information, helping another person cheat, altering or destroying the work of others, and altering academic records) will result in an official disciplinary action including the following: examination or course, receiving a notation of a being suspended from the University. You have



## **COURSE MATERIALS**

## **COPYRIGHT & FAIR USE POLICY OF**

Course materials may not be published, leased, appropriate OSU-related individual or group study without the written permission of the faculty member in charge of the course and other copyright holders. This paragraph grants you a limited license giving you access to materials for this course, including PowerPoint slides, audio/video recordings, written, or other materials, for appropriate OSU-related educational use only. Lectures should not be recorded without permission from the faculty member and must not be further disseminated or shared.

## **CLASS ATTENDANCE**

Class attendance is a critical component of learning; therefore, you are expected to attend and participate fully in all scheduled class meetings. Many instructors consider attendance so essential that your grade may be affected by your absence. *SOME DEPARTMENTS AND PROFESSORS HAVE MANDATORY ATTENDANCE POLICIES*. If no written attendance policy is provided before the last day to add a class without instructor permission, no penalty may be assessed for class absences although you may not be permitted to make up certain in-class activities. If you are required to participate in official university-sponsored activities or military training, you should receive an excused absence unless the written course attendance policy indicates otherwise. If you will be absent from class for sponsored activities, you must provide prior notification of the planned absence to the instructor. You may be required to submit assignments or take examinations before the planned absence.

### **PRE-FINALS WEEK POLICY**

Final examinations are scheduled at the end of each semester and are preceded by pre-finals week, which begins seven days prior to the first day of finals. During pre-finals week, all normal class activities will continue; however, no assignment, test, or examination accounting for more than 5% of the course grade may be given; and no activity or field trip may be scheduled that conflicts with another class. This excludes makeup and laboratory examinations, out-of-class assignments (or projects) made prior to pre-finals week and independent study courses.

No student or campus organization may hold meetings, banquets, receptions, or may sponsor or participate in any activity, program, or related function that requires student participation. For additional information, contact the Office of Academic Affairs, 405-744-5627, 101 Whitehurst.

### **FINAL EXAM OVERLOAD POLICY**

In the event you have three or more final exams scheduled for a single day, you are entitled to arrange with the instructor of the highest numbered course (4 digit course number) or two highest, if you have four finals on one day, to re-schedule that examination(s) at a time and place of mutual convenience during final exam week. If the final exam overload includes a common final exam, the common final exam is excluded from rescheduling unless multiple common exams are scheduled at the same time. You should submit this request in writing, with a copy of your class schedule, at least two weeks prior to the beginning of final exam week. The instructor has one week prior to the beginning of final exam week to arrange a mutually convenient time and place for administration of the final exam. After one week, if an agreement cannot be reached, take the request to the department head.

### **INFORMATION TECHNOLOGY**

**Student Email** - OSU uses your OKSTATE.EDU email address as a primary form of communication. Students are expected to check their OSU email on a frequent and consistent basis to remain informed of their official university business. If you do not use the OSU email system you must redirect your okstate.edu email using the Orange-Key System ([www.okey.okstate.edu](http://www.okey.okstate.edu)). Failure to maintain an accurate email address may result in missed or lost university communications. For email assistance contact the IT Helpdesk at 405-744-HELP (4357).

**Computer Labs** - A complete description of computer labs and hours of operations are available at their website: <https://it.sharepoint.okstate.edu/TechnologySupport/DeskSide/default.aspx>. Lab information is also available by calling the Information Technology Help Desk, 405-744-HELP (4357).

### **EDMON LOW LIBRARY HOURS**

405-744-9775 or 405-744-9741

[www.library.okstate.edu](http://www.library.okstate.edu)

Text 405-592-4128

Monday-Thursday

7:00 a.m. – 2:00 a.m.

Friday

7:00 a.m. – 10:00 p.m.

Saturday

9:00 a.m. – 10:00 p.m.

Saturday and Sunday

9:00 a.m. – 2:00 a.m.

\*For holiday and intersession hours, check <http://www.library.okstate.edu/services/hours.htm>

\*Contact the following for information on hours of operation:

Architecture Library	405-744-6047
Curriculum Materials Library	405-744-6310
Veterinary Medicine Library	405-744-6655

### **GENERAL EXPECTATIONS OF STUDENTS**

By enrolling at Oklahoma State University, you accept responsibility for complying with all University policies and contracts, and for local, state and federal laws on- or off-campus that relate to the University's mission. **The Student Rights and Responsibilities Governing Student Behavior** document explains the standards of behavior expected of you, processes in place for enforcing the rules, and the University's response to violations <http://studentconduct.okstate.edu/>

In general, the University expects you to respect the rights of others and authorities, represent yourself truthfully and accurately at all times, respect private and public property, and take responsibility for your own actions and the actions of your guests. Call 405-744-5470 for more information.

## **WHERE TO GO FOR HELP**

**Instructor** - If you have questions regarding your class, talk to your instructor. Faculty members usually include their office hours and/or phone number in the class syllabus. If you cannot locate this information, set a time to meet with your instructor by speaking with him/her prior to or immediately following your class session or check with the departmental office on when the instructor may be available.

**Academic Advisor** - All students will benefit by conferring with an advisor on a regular basis. If you do not know your advisor, or are unhappy with your advisor, talk to the Student Academic Services Director for your college.

**Academic911.okstate.edu** - Your online resource for academic and personal success, sponsored by Student Affairs.

### **Mathematics Learning Success Center**

5th Floor, Edmon Low Library/405-744-5818 <http://www.math.okstate.edu/>

Tutors are available to answer questions for classes ranging from Beginning Algebra through Calculus II. Tutoring for Differential Equations and Linear Algebra is offered at specific times.

### **Writing Center**

440 Student Union/405-744-6671 <http://osuwritingcenter.okstate.edu>

The Writing Center helps writers throughout the composing process; you should plan to visit early and often throughout the semester, not just the day before an assignment is due. Tutors will work with you to improve your brainstorming, organizational, and composing techniques.

### **Learning & Student Success Opportunity (LASSO) Tutoring Center**

021 Classroom Building/405-744-3309 <https://lasso.okstate.edu/>

LASSO offers free individual tutoring for a variety of courses.

### **University Counseling Services**

320 Student Union/405-744-5472 or 405-744-7007 <http://ucs.okstate.edu/>

Professional counselors offer confidential personal and/or career counseling.

### **Office of Student Disability Services (SDS)**

315 Student Union/405-744-7116 <http://sds.okstate.edu/>

According to the Americans with Disabilities Act, each student with a disability is responsible for notifying the University of his/her disability and requesting accommodations. If you think you have a qualified disability and need special accommodations, you should notify the instructor and request verification of eligibility for accommodations from the Office of SDS. Please advise the instructor of your disability as soon as possible, and contact Student Disability Services, to ensure timely implementation of appropriate accommodations. Faculty has an obligation to respond when they receive official notice of a disability but are under no obligation to provide retroactive accommodations. To receive services, you must submit appropriate documentation and complete an intake process to verify the existence of a qualified disability and identify reasonable accommodations.

### **Office of Equal Opportunity** 408 Whitehurst/405-744-9153

OSU is committed to maintaining a learning environment that is free from discriminatory conduct based on race, color, religion, sex, sexual orientation, gender identity, national origin, disability, age or protected veteran status. OSU does not discriminate on the basis of sex in its educational programs and activities. Examples of sexual misconduct and/or sex discrimination include: sexual violence, sexual harassment, sexual assault, domestic and intimate partner violence, stalking, or gender-based discrimination. OSU encourages any student who thinks that he or she may have been a victim of sexual misconduct or sexual discrimination to immediately report the incident to the Title IX Coordinator (405-744-9153) or Deputy Title IX Coordinator (405-744-5470). Students may also report incidents of sexual misconduct or sex discrimination to a faculty or staff member, who is then required by federal law (Title IX) to notify the Title IX or Deputy Title IX Coordinator. If a reporting student would like to keep the details confidential, the student may speak with staff in the Student Counseling Center (405-744-5472) or the University's Victim Advocate (Suzanne Burks: 405-744-5458). For more information regarding Title IX violations, go to: <https://1is2many.okstate.edu/>.



