Spears School
OF BUSINESS

EEE 5333 (Online)
Launching a Business: First 100 Days
Spring 2018

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Course site	Brightspace by D2L http://online.okstate.edu or http://my.okstate.edu
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Online Learning Support	spearsonline@okstate.edu, 405-744-4048
Facebook	Follow Spears School Online Learning on Facebook! https://www.facebook.com/SpearsOnline/
Office Hours	As needed, in person or by phone.
Required Textbook	*Launching a Business: The First 100 Days,* by Bruce Barringer
Course Objective	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

Computer Requirements
- A broadband internet connection
- Windows 7 or Mac OS Mavericks or newer operating system are preferred
- Google Chrome or Mozilla Firefox web browser
  Note: lecture videos are not compatible with Internet Explorer or Edge
- VLC Viewer video player (click on link to download)

Attendance Policy

All assignment due dates are listed in the "Class Schedule" on the syllabus. Late assignments will not be graded and will received a 0 grade. Also, students who do not turn in assignments or participate in the discussion board within the first two weeks will be reported as having not attended class. The instructor will then recommend the student to drop the course.

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.

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
Final Exam	50 points
Participation in D2L Discussion Board	50 points
Book Report	40 points
Total Points	270 points

Letter grades will be assigned according to the standard scale.

90% and above   A

80% to 89.9%   B

70% to 79.9%   C

60% to 69.9%   D

Below 60%   F

Weekly 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.

Discussion Board

An important part of the class is participation in the discussion board. The discussion board provides relevant topics to talk about based on the class material. Participation in the discussion board is worth up to 60 points. The Discussion Board Rubric is provided below.

Discussion Board Rubric

Explanation: There are three types of posts:

Threads—A thread is when you respond to one of the topics I've posted. So if you look at the post under Part 1 titled "Why did you choose the name you selected for your business?" and provide a thoughtful comment, you will receive three points. Your reply is a thread.

Replies—A reply is when you click on a thread (a comment a student has left), and say something about the comment. So, if you saw a classmate's comment on the post "Why did you choose the name you selected for your business?" and clicked on the comment and wrote "Your reason is very similar to the reason I selected the name for my business. Let me explain….." then that's a reply. You receive two points for a reply.

Read—Read is when you read a thread or reply but don't add anything new. You received 1 point for a read.

In summary, you get 3 points for posting a thread, 2 points for a reply, and 1 point for a read. The discussion board keeps track of your threads, replies and reads.

Scoring Rubric (60 points possible)

Points earned in class	Requirements
55-60	Average of 25 points per week
50-54	Average of 20 points per week
45-49	Average of 15 points per week
40-44	Average of 12 points per week
35-39	Average of 10 points per week
30-34	Average of 7 points per week
25-29	Average of 5 points per week
20-24	Average of 3 point per week
Determined on a case by case basis	Average of less than three points per week

Example: Say for Week 3 you have 3 threads, 5 replies, and 7 reads. Your score would be as follows:

3 threads x 3 points per threads =	9 points
5 replies x 2 points per reply =	10 points
7 reads x 1 point per read =	7 points

Total points for week =	26 points

While it's best to keep up with the class and post to the Week 3 topics during Week 3, for example, you can go back and post to previous week's threads. Your grade will be determined at the end of the semester.

Remember, your scores area based on averages. So if you have 30 points on one week and 10 on the other, your average would be 20 points for the two weeks.

The ranges, 55-60 points, 50-54 points, etc. allows me to score you within a range based on the quality of your participation.

Book Report

1.	You are required to read the book titled "Get Big Fast and Do More Good" by Ido Leffler & Lance Kalish. The book is available via Amazon.com or a similar online outlet.

2.	You must write a review and critique of the book based on the following format. The write-up and critique will be due in the class Dropbox on **Monday, April 16, 2018**. The write-up and critique should consist of the following:
	
	 1. Introductions (one or two paragraphs)
	
	     - Bibliographic information (author, title, date of publication, number of pages, type of book).
	     - Brief overview of the book and what you believe the author's intentions were in writing the book.
	
	 2. Summary of the content (about two pages)
	
	     - Brief summary of the key points of each chapter or group of chapters (paraphrase the information but use short quotes when appropriate)
	
	 3. Evaluation (about two pages)
	
	     - Provide your evaluation of the book. What do you think the authors got right? What do you think they got wrong? What were your main takeaways from the book? What, if anything, will you do in your entrepreneurial career differently as a result of reading the book? What were your favorite portions of the book and why? You can evaluate the book in other ways if you'd like.

	4. Individual Topic (two to three pages)
	- Select one topic from the book (an example would be trade shows) and do some additional research on that topic. Compare your research to the way the topic is presented in the book. In other words, if trade shows is your topic, do some research on trade shows, talk about how trade shows are normally setup, discuss why businesses attend trade shows, and then comment on how your research lines up with the way trade shows were depicted in the book.

Final Exam

There will be one exam which is administered at the end of the semester. It is an open-book, open-note exam so you don't need a proctor to take the exam. The exam in worth 60 points. More information about the exam in included in the "Class Schedule."

Academic Integrity

Oklahoma State University is committed to the maintenance of the highest standards of integrity and ethical conduct of its members. 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, unauthorized advance access to examinations, altering or destroying the work of others, and fraudulently altering academic records) will result in your being sanctioned. Violations may subject you to disciplinary action including the following: receiving a failing grade on an assignment, examination or course, receiving a notation of a violation of academic integrity on your transcript (F!), and being suspended from the University. You have the right to appeal the charge. Contact the Office of Academic Affairs, 101 Whitehurst, 405-744-5627, http://academicintegrity.okstate.edu/.

Accessibility
Any student in this course who has a disability that may prevent him or her from fully demonstrating his or her abilities should contact the instructor as soon as possible, so we can discuss accommodations necessary to ensure full participation and facilitate your educational opportunity. For more information about OSU Student Disability Services, please go to: http://sds.okstate.edu.

Syllabus Attachment
For more student resources, go to http://academicaffairs.okstate.edu/content/resources-faculty-staff

Class Schedule
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Date	Topic	Assigned Reading
Week 1, Jan 16	Introduction Legal Requirements Part 1	Introduction Part 1
Week 2, Jan 22	Legal Requirements Part 2 Part 1 of First 100 Days Plan Due at 12 Noon (Central Time) on Wednesday, Jan 24	Part 2
Week 3, Jan 29	Getting Up and Running Part 2 of First 100 Days Plan Due at 12 Noon (Central Time) on Wednesday, Jan 31	Part 3
Week 4, Feb 5	Bookkeeping and Financial Management Part 3 of First 100 Days Plan Due at 12 Noon (Central Time) on Wednesday, Feb 7	Part 4
Week 5, Feb 12	Protecting Your Intellectual Property Part 4 of First 100 Days Plan Due at 12 Noon (Central Time) on Wednesday, Feb 14	Part 5
Week 6, Feb 19	Establishing a Professional Image Part 5 of First 100 Days Plan Due at 12 Noon (Central Time) on Wednesday, Feb 21	Part 6
Week 7, Feb 26	Establishing an Online Presence Part 6 of First 100 Days Plan Due at 12 Noon (Central Time) on Wednesday, Feb 28	Part 7
Week 8, March 5	Creating a Sales Process and Your First Sale	Part 8

	Part 7 of First 100 Days Plan Due at 12 Noon (Central Time) on Wednesday, March 7	
Week 9, March 12	Marketing Part 8 of First 100 Days Plan Due at 12 Noon (Central Time) on Wednesday, March 14	Part 9
Week 10, March 19	Spring Break	
Week 11, March 26	Operations Part 9 of First 100 Days Plan Due at 12 Noon (Central Time) on Wednesday, March 28	Part 10
Week 12, April 2	Managing a Business's Money Part 10 of First 100 Days Plan Due at 12 Noon (Central Time) on Wednesday, April 4	Part 11
Week 13, April 9	Hiring Your First Employee Part 11 of First 100 Days Plan Due at 12 Noon (Central Time) on Wednesday, April 11	Part 12
Week 14, April 16	Day to Day Challenges of Operating a Business Part 12 of First 100 Days Plan Due at 12 Noon (Central Time) on Wednesday, April 18 Book report due on Monday, April 16 at noon in the Dropbox	Part 13
Week 15, April 23	Day to Day Challenges of Operating a Business (continued) Part 13 of First 100 Days Plan Due at 12 Noon (Central Time) on Wednesday, April 25	
Week 16, April 30	Review No assignment due this week	

Week 17, May 7	Open Note/Open Book Short Answer Final will be posted at 9:00 am on Monday, May 7 and will be due at noon on Thursday, May 10. Exam does not require a proctor.	