SYLLABUS

Course Title: Market Analysis
FIN 6930
PMSE09: Fall 2008

Instructor: Whittington Vara
Visiting Lecturer
Cell: (904) 502-0103
E-Mail: wvara@ufl.edu

PMS-Entrepreneurship students only.

Text:
1. Instructor handouts.

Supplementary Readings:

Course Objectives:
1. Preview the steps in creating an investment grade business plan.
2. Understand the critical components of the formal market analysis, the first step in creating an investment grade business plan.
3. Evaluate the impact of the market analysis data on the subsequent steps in creating an investment grade business plan.
4. Present the results of the market analysis case study.
Course Overview:

Since the ultimate goal of entrepreneurship is the successful creation of a new venture, understanding the elements of creating an investment grade business plan and applying those elements are critical to that success. This course will provide the student with the fundamental knowledge and experience to conduct a formal market analysis which is the prerequisite for success in creating an investment grade business plan (New Venture Creation: GEB 5118).

The results of a useful market analysis, in large part, must be contingent on what data is required to complete the subsequent steps in the business planning process. Therefore, the student will apply market analysis data to developing a preliminary market strategy and the beginnings of a financial model.

The course will be organized around lectures, workshops and a team project.

Prior to class, each team member will receive materials consisting of battery market research and various battery usage markets along with a description of a new battery product. This material should be familiar to each student before class.

During class workshops, each team will use this market information to: (1) develop a preliminary market strategy, (2) create an assumption based revenue stream as the initial part of the financial model and (3) share the results at the end of class using Microsoft PowerPoint.

Team members will be graded on presentation technique as well as how thorough the class content is covered. Each team member will have the opportunity to grade their fellow team members.

Your grade in the class will be determined as follows:

<table>
<thead>
<tr>
<th>Grade Component</th>
<th>Weight</th>
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<tbody>
<tr>
<td>Instructor’s grade</td>
<td>75%</td>
</tr>
<tr>
<td>Fellow team mates</td>
<td>25%</td>
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Class Outline:

I. Introduction to Business Planning
II. Overview of Market Assessment
III. Market Strategy
IV. Role of Financial Modeling
Class Schedule:

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
<th>Description</th>
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<tbody>
<tr>
<td>8:00 – 9:30</td>
<td>Housekeeping. Introduction to Business Planning</td>
<td>Overview. Introduce case study. Introduction to business planning including marketing strategy analysis and market strategy.</td>
</tr>
<tr>
<td>9:30 – 11:30</td>
<td>Workshop</td>
<td>Evaluate market assessment info and develop preliminary market strategy.</td>
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<tr>
<td>11:30 – 12:30 pm</td>
<td>Lunch Break</td>
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<tr>
<td>12:30 – 1:30</td>
<td>Financial Modeling</td>
<td>Introduction to financial modeling and how market strategy is integrated into model.</td>
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<tr>
<td>1:30 – 4:00</td>
<td>Workshop</td>
<td>Develop assumption based revenue engine for financial model.</td>
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<tr>
<td>4:00 – 5:30</td>
<td>Presentation.</td>
<td>Teams present findings</td>
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<tr>
<td>5:30 -6:30 pm</td>
<td>Wrap up</td>
<td>Review team’s findings and discuss impact on GEB 5118.</td>
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