SYLLABUS

Course Title: New Venture Creation  
GEB 5118  
PMSE09: Summer 2009

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

PMS-Entrepreneurship students only

Text:

3. Instructor’s notes.

Supplementary readings:

5. Other texts mentioned in class discussions.

Course Objectives:

1. Utilize tools and perspectives from prior PMSE curriculum to develop a process for creating an investment grade business plan and support materials to present for financing within a large company or in a new venture.
2. Apply the business planning process to develop an example of an investment grade business plan plus support materials.
3. Provide the background and tools to participate in the entrepreneurial process within a large company, in a new venture or as an investor.
Course Overview:

Since one of the major determinants of a New Venture’s success is the quality of the formal business plan and support materials, experiencing this process is the goal of this course. Whether the New Venture occurs within a corporate structure or as an independent enterprise, the basic process for constructing a business plan will flush out the critical issues necessary to insure the venture’s success.

Because the emphasis of this course is on business planning, the student will be required to integrate all aspects of the PMSE curriculum (financial, marketing, management, etc.) into a cohesive approach to create the required documents from both the entrepreneur and investor's perspective.

The course will be organized around lectures, readings, class discussions, workshops and team projects.

Each team will select a business opportunity (real or fictitious) on which all class activities (except the Final Exam) will be applied. For the Mid-Term assignment, each team will prepare and present a PowerPoint presentation of their investment opportunity. Team members will be graded on presentation technique in addition to content.

Each team will submit an Investment Grade Business Plan at the end of the term. Each business plan will be evaluated based on content as well as form.

The short answer OPTIONAL Final Exam will be administered on the last day of class.

Class participation is a significant component of the final grade because it is important to learn from each other. Your grade in the class will be determined as follows:

Class Participation 10%
Mid-Term Presentation 30%
Business Plan & Support Materials 45%
Final Exam (Optional) 15%

Class Outline:

I. Business Plan Process
II. Market Assessment
III. Market Strategy
IV. Executive Summary Presentation Workshop
V. Mid-Term Presentation
VI. Financial Modeling
VII. Valuation/Capital Plan
VIII. Business Plan Workshop
IX. Final
Class Schedule:

<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 8th</td>
<td>Executive Summary Presentation Workshop</td>
<td>Introduction to Mid-Term Presentation Guidelines</td>
</tr>
<tr>
<td>March 29th</td>
<td>Financial Modeling Workshop</td>
<td>Review Financial Modeling process. Team project workshop</td>
</tr>
<tr>
<td>May 3rd AM</td>
<td>Mid-Term Presentations</td>
<td>Mid-Term rehearsals and presentations.</td>
</tr>
<tr>
<td>May 3rd PM</td>
<td>Valuation/Capital Plan Workshop</td>
<td>Valuation/Capital Plan process. Team project workshop</td>
</tr>
<tr>
<td>June 12th</td>
<td>Business Plan Workshop</td>
<td>Course Review &amp; Business Plan workshop</td>
</tr>
<tr>
<td>June 13th</td>
<td>Business Plan Workshop/Final Exam</td>
<td>Business Plan workshop and Final Exam.</td>
</tr>
</tbody>
</table>