

**EDWARDS SCHOOL OF BUSINESS  
UNIVERSITY OF SASKATCHEWAN**

**MBA 841.2: Entrepreneurship and Business Planning  
Course Outline**

Professor: Marv Painter  
Scholar, Wilson Centre for Entrepreneurial Excellence  
Office: 282.2 ESB  
Telephone: 966-8439  
e-mail: [painter@edwards.usask.ca](mailto:painter@edwards.usask.ca)

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**Required Textbooks**

Venture Management: Building Your Business with a Business Plan (Course Manual available on Blackboard): Painter, Edwards School of Business

Resource MBA Textbooks: Marketing, Accounting, Finance, Economics, Operations Management, Human Resource Management

**Course Description**

This course is designed to provide entrepreneurs and innovators with concepts and tools to successfully develop and manage all components of a strategic business plan. Students will be required to assess business plans from the viewpoint of entrepreneurial proponents as well as venture capital investors. Students will construct a case business plan, use business plan tools to analyze risk, discuss approaches to maximizing the effectiveness of the business plan as a management tool for ongoing innovation and business renewal, especially in fast changing environments, and present business plans for discussion and critique.

**Instruction Method**

Lectures will be used to provide students with the concepts and tools associated with development and implementation of a strategic business plan. Students will be required to assess and critique business plans and perform quantitative analysis using financial models. Business plan examples will be used to compliment the delivery of technical material such as operational plans, marketing strategies, investment

analysis and quantitative economic and industry analysis. Students will be expected to lead discussions of business plan assessments and critiques.

### **Business Plan Critique**

Business plans will be provided for assessment and critique. Each student will provide an individual business plan evaluation (critique) that is a maximum 2 pages in length. As well, each student will be assigned to present in class a portion of the assigned business plan critique; an overview of the complete plan, operations and human resources, marketing, and finance (note: each student must complete their own written critique but the discussion and presentation is done in groups). Address your written and presented critiques to the client (promoter(s) of the business) and cover what is done well, what is missing, and what are the most critical variables for the success of this business. The business plans to be critiqued are available on Blackboard – each critiquing group will choose a separate business plan.

Deliverable: hard copy two-page critique.

Deliverable: group presentation of critique

### **Case Business Plans**

Student groups will choose a case business and develop a complete business plan. Groups will consist of three students where each student in the group will be responsible for understanding all parts of the business plan (31 students in total, 5 groups of three, 4 groups of four). The business plans will be presented in class and submitted electronically for evaluation. For each presenting group, another group will be required to act as a panel (similar to Dragon’s Den) to lead the questions and discussion.

Deliverable: group submits electronically three documents – word doc (business plan), spreadsheet financial model, power point presentation (pitch).

### **Performance Assessment**

	<u><b>Marks</b></u>
Business Plan Critique (written document)	10
Case Business Plan (Group mark: based on written document, power point and spreadsheet model)	15
Quizzes (4 @ 10 each: max 20 minutes)	40
Final Exam	35
<b>Total</b>	<hr/> <b>100</b>

### **Academic Dishonesty**

Students are expected to have read and understood the rules regarding academic dishonesty which are posted on the University of Saskatchewan website at:

[http://www.usask.ca/university\\_council/reports/09-27-99.shtml](http://www.usask.ca/university_council/reports/09-27-99.shtml)

### **Attendance**

Students are expected to have read and understood the MBA Program Attendance Policy distributed during Orientation and which is posted on the Edwards MBA website at:

<http://www.edwardsmba.com/About%20the%20Program/Course%20Requirements.html#attendancepolicy>.

### **Detailed Course Schedule**

<b>Day</b>	<b>Topic</b>
Day 1 March 8	Introduction, discussion of course requirements and outline. Discuss deliverables and timing of report submissions. Assign Business Plan Critiques and Groups – discuss critique approaches (banker, VC, angel, management consultant) – Business Plans are available on Blackboard Discussion: Case Business Plans and Groups <b>Note: Critiquing and Case Business Plan groups cannot be the same.</b> Discussion: Course Overview and Introduction to Business Planning Marketing Research
Day 2 March 9	Discussion: Operations and Human Resources Plans Discussion: Marketing Plan
Day 3 March 10	Quiz #1 Review Quiz #1 Discussion: Marketing Plan Discussion: Financial Plan and Financial Models Develop financial model from blank spreadsheet
Day 4 March 11	Quiz #2 Review Quiz #2 Discussion: Risk Analysis

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	Workshop: Risk Analysis using Financial models Discussion: Business Valuation
March 13 (Attendance not required but recommended)	Workshop: starts 9:00 am Group Discussions: Business Plan critiques Group Discussions: Developing Case Business Plans
Day 5 March 15	Quiz #3 Review Quiz #3 Discussion: Business Valuation Submit: Written Business Plan Critiques (hard copy)
Day 6 March 16	Quiz #4 Review Quiz #4 Present: Business Plan Critiques (max 5 minutes to present)
Day 7 March 17	Case Business Plan Workshop (finalize case business plans) Case Business Plan Presentations (max 5 minutes to present) Submit: Case Business Plans (electronic submission includes three files: Word document, financial model spreadsheet, and the power point presentation)
Day 8 March 18	Case Business Plan Presentations (max 5 minutes to present) Submit: Case Business Plans (electronic submission includes three files: Word document, financial model spreadsheet, and the power point presentation)
Day 9 March 19	Final Exam (written in class, laptop computer required, hard copy submission)