

**BUSI 3530  
ENTREPRENEURSHIP AND E-COMMERCE  
Spring, 2003**

**Professor:** Dr. Ronald H. Rasch

**Office:** 341 Business

**Office Hours:** Tuesday and Thursday: 1:45 PM - 2:45 PM  
Other hours by appointment

**Phone:** 844-6213

**Prerequisites:** BUSI/ENGR 3510

**Co-Requisite:** BUSI/ENGR 3520

**Note:** This is a required course for undergraduate students who are admitted to the Business-Engineering-Technology program and are pursuing the minor in Business-Engineering-Technology.

**Text:**

Napier, et al., *Creating a Winning E-Business*, (2001)

**Course Contents/ Objectives:**

Today's business and engineering professionals must perform in a world that is dynamic and complex. Progress in information technology is being made at an increasing rate. This course focuses on the skills required to start a new business and develop a marketing and sales presence on the Internet. Students will develop a formal Business Plan and also learn the technical skills required to build a Web Site for their emerging business. This course is based on the belief that the successful entrepreneur often employs two types of skills: the ability to generalize and the ability to particularize. Successful start-up of a new firm depends on an entrepreneur's ability to analyze across a wide spectrum of alternatives, using a generalized conceptual model coupled with skill in tailoring the model to the specific needs of the start-up organization. This course will use a project team and seminar oriented approach to provide students the opportunity to analyze complex problems and develop particular solutions.

**Preparation and Homework:**

Chapters from the texts are assigned in the attached course schedule. You should have read the chapter and completed the assignments before you come to class on the day that the material has been assigned.

### **Late Assignments:**

Late assignments will not be accepted. Other students will have made adjustments to their schedules to permit them to complete the assignments on time. It is not fair to them if I accept your assignment late.

### **Testing and Grading:**

There will be three formal group projects, three formal group presentations, and classroom assignments (including attendance). Course grading will be:

1. Project # 1	10 %
2. Presentation # 1	10 %
3. Project # 2	25 %
4. Presentation # 2	10 %
5. Project # 3	10 %
6. Presentation # 3	15 %
7. Classroom Assignments	<u>20 %</u>

Total: 100 %

### **Description of Formal Course Projects**

The class will be divided into small teams (companies) to work on three integrated projects. Project 1 will describe your team's E-Business and its E-Business Model. Project 2 involves the development of a complete business plan for your firm. Project 3 will develop a web site prototype to create a market presence on the internet. To secure venture capital for your entrepreneurial company, you will also develop and present a "pitch" document for prospective investors.

### **Academic Honesty**

All portions of the Auburn University Honesty Code (TITLE XII) found in the TIGER CUB will apply in this class.

### **Attendance at TWCTM Sponsored Meetings**

Please attend the following meetings:

January 11, 2003 – Business Etiquette and Protocol (8:30 AM – 1:00 PM)

February 22, 2003 – Visual Impact (8:30 AM – 1:00 PM)

April 18 – 20, 2003 – Leadership & Teaming Skills (4:00 PM – 3:00 PM)

## TENTATIVE COURSE SCHEDULE

<u>Date</u>	<u>Topic</u>	<u>Assignment</u>	<u>Notes</u>
TH 1/9	Introduction/Overview Project 1		
T 1/14	Internet Economy	pp. 1-29	
TH 1/16	E-Business Presentations	Project 1	Project 1 due
T 1/21	Guest Speaker		
TH 1/23	Financial Foundations I	Handouts	
T 1/28	Financial Foundations II	Handouts	
TH 1/30	Financial Foundations III	Handouts	
T 2/4	Entrepreneurship	pp. 37-61	
TH 2/6	Web Site Evaluations	Web Sites	
T 2/11	Payment Methods	pp. 69-105	
TH 2/13	Business Plan I Project 2	pp. 113-146	
T 2/18	Business Plan II	Web Sites	
TH 2/20	Business Plan III		
T 2/25	Case Study 1		
TH 2/27	Team Feedback Session		
T 3/4	Business Plan Presentations I		Project 2 due
TH 3/6	Business Plan Presentations II		
T 3/11	Business Plan Presentations III		
TH 3/13	Guest Speaker		
T 3/18	Business Plan Feedback E-Business Startup I	pp. 153-176	
TH 3/20	E-Business Startup II Case Study 2	pp. 187-221	
T 3/25	Spring Break		

<u>Date</u>	<u>Topic</u>	<u>Assignment</u>	<u>Notes</u>
TH 3/27	Spring Break		
T 4/1	Guest Speaker		
TH 4/3	Teamwork Analysis I		
T 4/8	Teamwork Analysis II		
TH 4/10	Web Site Analysis & Synthesis Project 3		
T 4/15	Web Site Design	pp. 233-263, 381-395 Handouts	
TH 4/17	Security Issues	pp. 271-300	
T 4/22	Back-End Systems	pp. 309-334	
TH 4/24	Project Presentations		Project 3 due
T 4/29	Course Summary and Critique		