

**California Polytechnic State University
San Luis Obispo
Orfalea College of Business
Industrial Technology**

IT 402
Developing and Presenting New Enterprise Strategies
Winter 2014
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Office: 03-441
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Office Hours-M/W10-11 AM

COURSE SYLLABUS

CATALOG DESCRIPTION

Taking the new enterprise from concept to launch. Class Project associated with the analysis of a new enterprise with recommended strategic improvement. Special emphasis on developing effective technical presentations. Prerequisites: COMS 101 or 102, and BUS 346.

PURPOSE

To study the taking of the new enterprise from concept to launch. Class Team Projects associated with a Case (Scenario) Study. Special emphasis on developing effective technical presentations.

LEARNING OBJECTIVES

LO1: The student will be able to analyze and evaluate a new enterprise applying the principals of product development, design for manufacturing/outsourcing, quality management, sales/marketing, distribution, and financing options.

LO2: The student will participate in a project team to study the new enterprise. The student will demonstrate writing skills through the development of a project team report. The student will apply effective team presentation skills through a presentation of the report to new enterprise management.

RELATED PROGRAM GOALS

LG#1 (General IT knowledge)

LG#4 (Analyze and evaluate alternate solutions to problems using appropriate data to support decisions)

LG#5 (Demonstrate effective team participation, report writing and presentations skills)

COURSE LEARNING OUTCOMES

After completion of the course, the student will be able to:

1. Understand the analysis and evaluation of a new enterprise from the stand point of product development, design for manufacturing/outourcing, quality management, sales/marketing, distribution, and financing (LG#1)
2. Be able to work in a team to plan and complete a project utilizing project management skills (LG#4/LG#5)

TEXT

Reference Text: Morrissey, George L., Sechrist, Thomas L. and Warman, Wendy B., Loud and Clear: How to Prepare and Deliver Effective Business and Technical Presentations, Persus Books Publishing, 1997

Reference Text: Reynolds, Gary, Presentation Zen; Simple Ideas on Presentation Design and Delivery, New Riders Division, Pearson Education

Reference Text: Byers, Richard C., Dorf, Richard C., Technology Ventures, From Idea to Enterprise, 2nd Edition, McGraw Hill, 2008

GRADING

Tests (2)	100 points
Consulting Project Team Report	100
Individual Presentation	100
Team Presentation	100
Participation	<u>100</u>
Total	500 points

CLASS SCHEDULE

<u>DATE</u>	<u>LECTURE TOPIC</u>
<u>WEEK 1</u>	ACTIVITIES: INTRODUCTIONS/TEAM FORMATION/ELEVATORS
Jan 6	Introductions/Review Course Syllabus/Expectations Technical Presentation Preparation
8	Delivering a Presentation

WEEK 2**ACTIVITIES: PRESENTATION TOPICS**

12 Presentation Visual Media

14 Business/Technical Presentation

WEEK 3**ACTIVITIES: INDIVIDUAL PRESENTATION PREPARATION**

20 HOLIDAY

21 **INDIVIDUAL PRESENTATIONS (MONDAY LECTURE FORMAT)**

22 **INDIVIDUAL PRESENTATIONS**

WEEK 4**ACTIVITIES: INDIVIDUAL PRESENTATIONS**

27 Team Presentation Techniques

29 **Test #1**

WEEK 5**ACTIVITIES: CONSULTING TEAM PROJECTS**

Feb 3 A NEW ENTERPRISE IN THE MAKING-BUSINESS PLANNING

5 ENTREPRENEURIAL OPPORTUNITY ASSESSMENT (CASE STUDY)

WEEK 6**ACTIVITIES: CONSULTING TEAM PROJECTS**

10 ENTREPRENEURIAL VALUE DEVELOPMENT
Developing a Market Strategy

12 **Guest Speaker**

WEEK 7**ACTIVITIES: CONSULTING TEAM PROJECTS**

17 **HOLIDAY**

19 ENTREPRENEURIAL RESOURCE PLANNING/CASE STUDY

WEEK 8**ACTIVITIES: CONSULTING TEAM PROJECTS**

24 A NEW ENTERPRISE IN THE MAKING-THE BUSINESS
PLAN-PITCH

26 A NEW ENTERPRISE IN THE MAKING-THE BUSINESS
PLAN-PITCH

WEEK 9**ACTIVITIES: CONSULTING TEAM PROJECT PRESENTATIONS**

MAR 3

Consulting Team Project Presentations

5

Consulting Team Project Presentations**WEEK 10****ACTIVITIES: PEER EVALUATIONS AND FEEDBACK**

10

Outsourcing/Peer Evaluations and Feedback

12

FINAL TEST REVIEW**WEEK 11****FINAL TEST*****Students with Special Needs:***

If you have a disability for which you are or may be requesting an accommodation, you are encouraged to contact both me and the Disability Resource Center (DRC), Building 124, Room 119, (805)756-1395 or email drc@calpoly.edu as early as possible in the quarter.

Code of Conduct:

Improper academic conduct shall be interpreted to mean the obtaining and using of information during an examination by means other than those permitted by the instructor, including supplying such information to other students. All forms of academic dishonesty, including cheating, plagiarism, and falsification of academic records are subject to disciplinary action.

Student Privacy (FERPA):

If you have chosen to protect your Directory Information (which includes name and email), it is important you communicate this to your instructor prior to or on the first day of class. This course uses Blackboard tools that will display students' full names and email addresses