COURSE DESCRIPTION

This course seeks to provide an understanding of business planning techniques that transform ideas into viable commercial businesses. Students will conduct the market, organizational, operational, strategic and financial analyses that are required to produce a venture concept and an actionable business plan. Participants will study firms’ business planning efforts as well as create a business plan during the practicum.

COURSE THEMES

The course focuses on these principal themes:

- How do entrepreneurs create business concepts and solve challenges?
- How does one qualify ideas and strategies in order to effectively select a course of action?
- How are action-oriented plans structured in order to capture opportunity and mitigate risks?

COURSE METHODS

Classes will include group exercises as well as discussion of readings and cases. Students will analyze and revise actual business plans during the semester.
**Classroom Contributions.** The learning experience in a course like this one depends heavily on each student being prepared to actively participate in every class session. We all have expectations that will enrich the topic and direction of discussion in the course. This means that you need to be fully acquainted with the readings and cases for a given session. Positive participation includes attendance, active involvement in all in-class exercises and discussions, and maintenance of a classroom demeanor that encourages the participation of others. You will be evaluated on the quantity as well as the *quality* of your contribution and insights. Quality comments possess one or more of the following attributes: (a) Contribute to moving the discussion forward; (b) Offer a different, unique and relevant perspective on the issue; (c) Build on other comments of others; and (d) Include some evidence or analysis of inherent tradeoffs, i.e., demonstrate reflective thinking.

Classroom contributions will include group exercises as well as oral and written comments. Short written commentaries on the business plan investigations will be assigned during the semester. The commentaries will require students to perform triage and remediation on business plans and will be included in the class participation grade. Due to the nature of the course, participation in the in-class group exercises is a required component of class participation.

**Class Participation Submission Deadlines.** All students must submit a one paragraph description of their idea for the business plan by 9AM on September 15. Students should email a Word file as per the delivery instructions contained herein.

Business Plan Investigation 1 is due at 9AM on September 30. Individuals must identify the risk factors associated with the iRobot plan (posted on Blackboard). Please limit your analysis to a three page bullet point list. Please prepare the additional plans listed in the schedule for discussion in class.

A description of the value proposition and target market for each group’s business plan must be submitted by 9AM on October 20. Group business model summaries must be submitted by 9AM on October 27. These three to five page documents, excluding exhibits must address the issues and tasks outlined in “Business Model Analysis” (that is posted on Blackboard).

Business Plan Investigation 2 is due at 9AM on October 30. Individuals must prepare a two page list of resources that ShutterFly will require in order to accomplish their stated objectives. The ShutterFly document is posted to Blackboard. Please prepare the additional plans listed in the schedule for discussion in class.

**Written analyses.** Students will be required to prepare two written documents that will be graded. All students will analyze and revise a designated business plan as the midterm assignment. Teams will submit a business plan for a venture that they are contemplating (or have launched).

The final project requires that students submit a “black book” citing all supporting evidence and documenting analysis of their plan. The final assignment will be graded on content, substantiation and oral defense of the plan (in the case of the first option).

These assignments are due by 9 AM on November 2 and December 10. They should be a maximum of 10 and 25 pages respectively, excluding exhibits. The case assignments will be graded for content and format. You are required to turn in papers that conform to professional standards of organization, grammar, punctuation, spelling, and paragraph/sentence structure. These assignments must be completed as individuals without consulting others. Late papers will be graded as an F.

**Laptops.** Laptops are required for our class sessions.
**Delivery.** All assignments must be submitted as Microsoft Office files by email to each of the following two addresses: gokun@stern.nyu.edu and gokun@optonline.net. Students must send two separate emails (not one in which the other address receives a copy upon delivery). Papers must also be delivered in physical form to the Management Department or faxed to 212 995 4605.

**Honor Code.** Students must adhere to the MBA Honor Code. All students are obligated to report to the instructor any suspected violations of the Code (see http://w4.stern.nyu.edu/scorp/committee.cfm?doc_id=4797).

**Student With Disabilities.** If you have a qualified disability and will require academic accommodation during this course, please contact the Moses Center for Students with Disabilities (CSD, 998-4980) and provide me with a letter from them verifying your registration and outlining the accommodations they recommend. If you will need to take an exam at the CSD, you must submit a completed Exam Accommodations Form to them at least one week prior to the scheduled exam time to be guaranteed accommodation.

**Required Materials.**

Case Packet
Materials posted to Blackboard (including the iRobot, ShutterFly and Heelys plans (hereinafter “The Business Plan Pack”)
“The Brain” (Please download from www.thebrain.com prior to class on October 27.)

**Grading Plan.** The course grade will be based on the following components and weights:

- Classroom Contributions: 20%
- Case Report 1 (individual): 30%
- Case Report 2 (group): 50%
Instructor

Glenn A. Okun is a clinical professor of management and entrepreneurship at New York University Stern School of Business where he teaches courses in entrepreneurship, private equity, venture capital, investment management and corporate finance. Mr. Okun advises corporations on financial and investment matters. He was President of Mitchum, Jones & Templeton, a merchant bank and broker dealer headquartered in San Francisco, California from 1998 to 2001. He previously served as a Director of Allen & Company Incorporated in New York. Mr. Okun invested in early and later stage financings of private companies in various industries. He also ran a small cap emerging growth stock hedge fund and a special situations portfolio. Mr. Okun has advised corporate clients on mergers, acquisitions and restructurings and has underwritten public offerings and private placements of securities. Mr. Okun began his investment career at the IBM Retirement Fund where he invested in mezzanine private placements, real estate, public emerging growth equities and oil and gas assets. Mr. Okun holds JD and MBA degrees from the joint degree program of Harvard University and a BA degree from Wesleyan University.
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<tr>
<th>Date</th>
<th>Topic</th>
<th>Case</th>
<th>Reading</th>
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<tr>
<td>September 27</td>
<td>Ideas and Opportunities</td>
<td>“ILine”</td>
<td><em>Writing a Business Plan: The Basics</em></td>
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<tr>
<td>October 4</td>
<td>Risk Assessment</td>
<td>Business Plan Investigation 1: iRobot ShutterFly (posted to the Blackboard)</td>
<td><em>Chapter 2 and 5 from An Introduction to Online Competitive Intelligence Research Managing Risk: Scanning the Hazy Horizon</em></td>
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<td>October 11</td>
<td>Market Analysis</td>
<td>“Polyphonic HMI”</td>
<td><em>Note on Market Definition and Segmentation Market Research: Listen and Learn Note on Market Research</em></td>
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<tr>
<td>October 18</td>
<td>Value Propositions</td>
<td>“EndoNav”</td>
<td><em>Customer Value Propositions in Business Markets</em></td>
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<tr>
<td>November 1</td>
<td>Resource Assessment</td>
<td>Business Plan Investigation 2: ShutterFly Heelys (posted to Blackboard) iRobot (posted to Blackboard)</td>
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November 8  Midterm Review

Analyze the business plan. Assess its strengths and weaknesses. Create a revised plan. All analysis and research materials supporting your work must be provided with citations. All calculations and assumptions must be clearly and completely depicted.

Professor Okun will meet with each group to review their business model.

November 15  Financial Analysis
Case: “Truckitnow”
Reading: Building Your Pro-Forma Financial Statements
Note on Financial Forecasting

Professor Okun will meet with each group to review analytical issues regarding the business plan projects.

November 29  Business Model Testing
Case: Business Plan Investigation 3
Assess the business models for the firms contained in The Business Plan Pack
Reading: Strategic Response to Uncertainty
Strategy Under Uncertainty
Discovery-Driven Planning
Having Trouble With Your Strategy? Then Map It

December 6  Business Model Redesign
Case: “Charles Schwab in 2002”
The Business Plan Pack
Reading: Action Plans: The Architecture of Implementation
How To Stay On Course: Sensing And Responding to Deviations From Plan
Project Adaptation: Dealing With What You Cannot Anticipate

December 13  Business Plan Analysis and Remediation
(see instructions posted to Blackboard)

December 20  Business Plan Presentation and Defense
(see instructions posted to Blackboard)