



University of California, Santa Barbara
Business Planning for New Technology Ventures

ENGR 285C, Spring 2009

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CLASS: Thurs., 12:30-2:20 PM
CLASSROOM: HSSB 1237
OFFICE HRS: by appointment

This is a course about **conceiving**, creating and implementing business plans. We will focus on the business plans needed for start-up companies or for new ventures within existing businesses. But, this course is not about simply writing of a lengthy formal “plan”; rather it is about first developing solid business ideas rooted in identifiable business principles, creating a viable business model, and finally communicating that model through a written document to acquire critical tangible and intangible resources.

The course has three elements. First, every participant must have a business idea that has passed some initial screening of viability so that a business plan can be developed and improved each week of the course.

Goal 1: To develop a fundable business plan by early June.

Second, each participant will be expected to present to the class each week the current status of his/her plan and to propose the next critical tasks in its development. The class will then take on the role of “consultants” and practice finding solutions to each other’s “current” planning issues.

Goal 2: To practice presenting business issues, plans and solutions in real time, to be exposed to common planning problems, and to develop protocols for finding solutions.

Third, in order to create viable business models, one must be current in the business literature and language. In order to accomplish this, we will read several of the most respected works on strategic thinking, marketing, and planning and invite business leaders to join us in the discussion of these works.

Goal 3: To become familiar with the leading business literature relevant to current new venture planning, to gain a familiarity with how executives and key decision makers think and act, and to build our individual “strategic business perspective.”

Grading will be determined by the progress and completeness of the business plan, the quality and extent of ones’ participation in helping others solve their business planning issues, and the quality and extent of knowledge demonstrated from the readings/discussions. In addition to the business plan, there will be one individual paper, drawing from the readings and discussions about how best to develop a dynamic, current, useful business plan.

READINGS:

(You can share these, get them from the public library, buy them at your local book store or at Amazon.com. They will not be at the UCSB bookstore.)

The E-Myth Revisited: Why Most Small Businesses Don't Work and What to do about it; Michael E. Gerber, Harper Business, 2nd Edition, 2001.

Crossing the Chasm: Marketing and Selling High-Tech Products to Mainstream Customers; Moore, Harper Perennial, 1991.

The Tipping Point: How Little Things Can Make a Big Difference; Malcom Gladwell, Little Brown and Company, 2002.

Good to Great, Collins, Harper, 2001.

The Leadership Challenge; James M. Kouzes & Barry Z. Posner, 2003.

SUPPLEMENTAL READINGS: (do not need to buy these)

Principles of Marketing, 9th Edition, Philip Kotler and Gary Armstrong, Prentice Hall.

Analysis for Financial Management, Robert Higgins, 6th Edition, Irwin McGraw Hill.

GRADING:

Class Participation	10%
Paper	25%
Business Plan	40%
Presentation	25%

Graduate Students will have an additional paper assigned, the above will count 80% and the additional paper will be the extra 20% of their grade.

In addition to attending and actively participating in each class, you need to turn in two written documents. The first is a business plan. Even if you won the B-Plan competition, the plan must be an updated version of anything I or any judges have seen. You will need full financials, executive summary, and a fully developed business model consistent with what you learn in this course.

The second document is a paper between 5 and 10 pages. It is to be written by each student independently. The topic will be assigned in class.

Participants will also be expected to have fun!

Economics 285C
Harvard Business Review Articles

Assigned Readings

I have created a course area on the Harvard Business Online website where you can order the required materials for this course.

Click on the link below to order the course materials.

<http://harvardbusinessonline.hbsp.harvard.edu/relay.jhtml?name=cp&c=c59514>

If you have not registered with Harvard Business Online, you will be required to do so. This URL will provide you with a list of required materials for use in this course. The products are listed at the bottom of this email.

Note that product formats may differ; some may require that a hard copy be shipped to you via air mail. Electronic course materials are in PDF (Portable Document Format) and should be viewed with Adobe Reader, available free at www.adobe.com. Students can access PDF files of course materials via a link on Harvard Business Online for six months from the date of purchase.

You will have immediate access to the materials upon placing your order, for subsequent access, you must login to <http://harvardbusinessonline.org>

I hope you find this a convenient way to access your course materials.

For technical assistance, please view the Quick Tips section or contact Harvard Business School Publishing at 1-800-810-8858 or 617-783-7700. They are open 8am-6pm Eastern Standard Time. They can also be reached at techhelp@hbsp.harvard.edu

Thank you.

COURSE DETAILS

Professor Information:

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Course Information:

Course Name: Business Plan

Course Number: ENGR 185C

Course Level: UNDERGRAD

Course Start Date: 03/2009

Expected Enrollment: 20

Reference Code: c59514

Professor Display Names: Susan Block

Student Access URL:

<http://harvardbusinessonline.hbsp.harvard.edu/relay.jhtml?name=cp&c=c59514>

Product Information:

Product #: 97409

Product Format: Electronic Download

Product Title: How to Write a Great Business Plan

Product Type: Harvard Business Review Article

Publisher: Harvard Business School Publishing

Product #: 85503

Product Format: Electronic Download

Product Title: Milestones for Successful Venture Planning

Product Type: Harvard Business Review Article

Publisher: Harvard Business School Publishing

Product #: 94103

Product Format: Electronic Download

Product Title: Spend a Day in the Life of Your Customers

Product Type: Harvard Business Review Article

Publisher: Harvard Business School Publishing

Product #: 579083

Product Format: Electronic Download

Product Title: Note on Market Definition and Segmentation

Product Type: Note

Publisher: Harvard Business School Publishing