

# IOWA STATE UNIVERSITY

## Department of Apparel, Educational Studies & Hospitality Management AESHM 474-574: Entrepreneurship in Human Sciences

Spring 2010 3 Credits  
Tues./Thurs. 5:10-6:30 pm  
2088 Le Baron Hall

**Instructor:** Dr. Linda S. Niehm, Associate Professor  
**Office:** 1066 Le Baron Hall  
**Office Hours:** Mon. and Fri. 11am -12 noon **OR** by appointment  
**E-mail:** [niehmlin@iastate.edu](mailto:niehmlin@iastate.edu)  
**Office Phone:** 294-1930 OR leave message at the AESHM Office in 31 Mackay Hall, 294-7474.

### **Graduate Teaching Assistants:**

Yao Lu **E-mail:** [ylu@iastate.edu](mailto:ylu@iastate.edu) Grade records, attendance, Web CT Mgt.  
Megan Sims **E-mail:** [msims@iastate.edu](mailto:msims@iastate.edu) Grading, Guest Speakers, E-Showcase Planning  
**TA Office:** 28 MacKay Hall **Office Phone:** 294-7474 **TA Office Hours:** by appointment

**Wei-Chen Chen** will also be doing a teaching practicum with AESHM 474 this semester and will be involved in various instructional activities throughout the course.

**COURSE DESCRIPTION FOR AESHM 474. Entrepreneurship in Human Sciences.** (Dual-listed with 574). (3-0) Cr. 3. *S.Prereq: junior or senior status.* Entrepreneurship concepts of innovation, creativity, opportunity assessment, business planning. Focus on human sciences-related businesses: retail, service, hospitality, family, home-based, rural, women and minority-owned businesses. Project applications include market research, feasibility analysis, and new business proposals.

### **REQUIRED TEXT:**

Scarborough, N.M., Zimmerer, T.W., & Wilson, D. (2009). *Effective Small Business Management: An Entrepreneurial Approach (9<sup>th</sup> Edition)*. Upper Saddle River, NJ: Pearson-Prentice Hall.

### **COURSE FEES:**

Each student enrolled in AESHM 474-574 will be charged a \$30 course fee. These funds will be used to support costs for major projects and learning activities required for AESHM 474-574: The Entrepreneurship Showcase, Grinnell Consulting Project, and the Entrepreneur Speaker Series. These projects are required for the successful completion of AESHM 474-574. Course fees will be refunded only if the student drops the class and does not participate in these projects. Copying costs for the E-Showcase will be reimbursed to students from course fees only if an original receipt is submitted along with a completed AESHM reimbursement form. All receipts and forms should be submitted to D. Nichols ([danichol@iastate.edu](mailto:danichol@iastate.edu)) in 31 MacKay Hall. **PLEASE NOTE** that reimbursements will be made only for copies from ISU copy centers on campus—no reimbursements will be made for copies from non-ISU sources.

## COURSE OBJECTIVES FOR AESHM 474-574

- Identify characteristics of entrepreneurs, environmental conditions that foster entrepreneurship, and the role of entrepreneurs in the broader economy.
- Understand unique contributions of Human Sciences (HS) subject matter to small business and entrepreneurship and the vast scope of HS entrepreneurial career opportunities.
- Assess motivations for starting a small business, success factors and challenges associated with independent business ownership, and identify sources of assistance for business start-ups.
- Evaluate personal and financial resources needed for starting a small business, and identify funding sources that contribute to the capital base required for entrepreneurship.
- Analyze the profitability of small businesses through analysis of standard operating ratios and cost-benefit analyses.
- Analyze the cost/benefit of business decisions and understand the interrelatedness of personal, family, and business issues for entrepreneurs.
- Understand special issues impacting independently owned businesses: rural market change, family business and business succession, home-based business growth, the application of technology in small business contexts, and the impact of women and other minority groups on small business growth and development.
- Develop and present a comprehensive proposal for a new *or* enhanced existing business with an experiential component. Students will research and analyze markets, location, competition, customer base, formats, marketing and competitive strategies, funding sources, start-up costs, and conduct a breakeven analysis for a selected business.
- Understand how small businesses can be more competitive by offering distinctive products, services, and experiences. Students will assess the potential for small retail, hospitality, and service firms to offer and charge for experiences. Pine and Gilmore's 4-E model and experience economy concepts will be applied in the development of business proposals and strategic recommendations.

## Course Expectations, Policies, and Important Information for AESHM 474-574

**1. AESHM 474-574 on WebCT:** *PLEASE CHECK WebCT AND YOUR ISU E-MAIL REGULARLY FOR MESSAGES REGARDING AESHM 474-574.* An abbreviated version of class lecture slides, assignments, and projects can be viewed and downloaded from WebCT. **Please note that in order to reduce costs and improve green course management practices that very few hard copies of handouts, assignments, etc. will be given out in class. Please review the class schedule and plan ahead to print those items that you wish to have in hard copy.**

Log on to WebCT using your ISU net username and password through the ISU homepage ([www.iastate.edu](http://www.iastate.edu)).

**2. Suggested Approach to AESHM 474-574:** You are responsible for the material in a given chapter or source on the day we are scheduled to cover it in class. I will not be going over the chapters in the text point by point. I supplement and use an integrative approach. You are responsible for all material covered in the assigned chapters, in class lectures, and by guest speakers. Please keep in mind that the following is a tentative course schedule. Minor changes and adjustments may be made as necessary as we progress through the semester.

**3. Due Dates of Submissions/Assignments:** Most assignments for AESHM 474-574 will be submitted electronically through the assignments tab on Web CT Please check the class schedule for due dates and submission time frames. Assignments will generally not be accepted late. Late work is subject to acceptance by the instructor and points will be deducted varying with the situation.

**4. Attendance, Participation, and Class Behavior:** **PLEASE MAKE SURE YOU SIGN THE ATTENDANCE SHEET BY YOUR NAME EACH CLASS PERIOD.** Attendance is essential to the learning process and one's professional development. **All absences beyond 3 will result in 3 points being deducted for EACH missed class from your allotted attendance points (30).**

**NOTE:** It is expected that you present yourself in a professional manner in this course at all times as this is part of your professional development process. This includes paying attention to the instructor and classmates during class lectures and discussion—i.e. not doing other course work or talking while the instructor, a guest speaker, or team of class mates is presenting information to the class.

**5. Laptops, cell phones, I-pods, and other technology:** Technology should be used in AESHM 474-574 to enhance your learning of course content. Use of technology for personal or social purposes during class time, during guest speaker presentations, or during computer lab sessions is not acceptable professional behavior. **Texting during class time is not acceptable nor is e-mailing or web browsing for personal purposes.** Cell phones should be turned off or silenced during all class sessions and exams. Please use your technology respectfully and appropriately during this class.

**6. Team Involvement:** Each student is expected to participate in a business planning team for selected projects and assignments in AESHM 474-574. Evaluations for team projects will be based on written feedback from all team members, self-evaluations, and instructor assessment of overall team performance. Failure to complete minimum expected team responsibilities may result in removal from the team project, a failing grade, or reduced points for the project.

**7. Exams** will be 100 points each and consist of multiple choice and matching questions and 1 or 2 selected short answer/essay questions. Exams cover a range of specified chapters, content from lectures, and guest speaker information. The exam time will be one entire class period on the date listed on the class schedule and all exams will be given in hard copy form. Please check the class schedule for exam dates. Exams will be scored electronically except for short answer/essay questions. All exam scores will be posted on Web CT and the key will be reviewed in class.

**NOTE: Make up examinations will not be given** without a written doctor's excuse or other appropriate documentation of an extreme emergency. Failure to take an examination will result in a score of 0.0. ***Please call or e-mail me prior to a test that you will miss due to illness or extreme emergency.***

**8. Academic Honesty:** You are expected to bring a #2 pencil and your own calculator to all exams. There will be no sharing of calculators. Cheating on any form of evaluation (exams, written assignments, projects, etc.) will be dealt with in a manner consistent with Iowa State University Policy. Cheating can result in a 0.0 grade for the exam or project or failure of the course.

**9. Special Needs or Accommodations:**

Please address any special needs or special accommodations with me by appointment at the beginning of the semester or as soon as you become aware of your learning needs. Those seeking accommodations based on disabilities should obtain a Student Academic Accommodation Request (SAAR) form from the Disability Resources (DR) office (515-294-6624). DR is located on the main floor of the Student Services Building, Room 1076.

**10. Grading Policies:** A plus/minus grading system will be used (see below). To determine how you are doing, divide your total points received by the total points possible to date. Regular grade updates will be posted on Web CT. Please report any discrepancies immediately to Yao Lu at [ylu@iastate.edu](mailto:ylu@iastate.edu) or Dr. Niehm at [niehmlin@iastate.edu](mailto:niehmlin@iastate.edu).

<b>GRADING SCALE</b>	100-93%	A	92-90	A-
89-87	B+	B	82-80	B-
79-77	C+	C	72-70	C-
69-67	D+	D	62-60	D-
59% or less	F			

**Posting of Grades:** Grade and attendance records will be posted on Web CT on a regular basis. It is expected that students will regularly check and report any discrepancies within 10 days of the grade posting date. After that time period it is assumed that your points are correctly posted and all submitted work has been accounted for in the grading process.

**AESHM 474-574 Course Requirements/Assignments:**

Entrepreneurial Profile Paper	70
3 Entrepreneurial In-class Applications: Innovate, Create, Grow (20 pts. each)	60
Group Case Analysis + Class Presentation	50
1 Reaction Paper-selected firms/speakers	25
Guest Speaker Introductions and Hosting <b>OR</b> Entrep. Showcase Committee	40
Midterm Exam	100
Final Exam	100
Attendance, Participation, and Professionalism	30

**MAJOR PROJECT: Business Proposal OR Small Business Main Street Makeover Consulting Project in Grinnell, IA — either option consists of 4 Parts\*\*.**

<b>Part 1</b> -Feasibility Analysis and Proposal Background	75
<b>Part 2</b> -Financial or Resource Analysis Project Component	75
<b>Part 3</b> -Full Written Business Proposal <b>OR</b> Grinnell Business Consulting Project	100
<b>Part 4</b> -Presentation of Project at Entrepreneurship Showcase	<u>50</u>
**See Project Option Handout for project details	<b>Total Points</b> 775

**NOTE: Additional course expectations and project requirements for graduate student credit are outlined on a separate handout.**

**MAJOR PROJECT OPTIONS FOR AESHM 474-574:****General Project Description:**

Each student will complete a comprehensive business proposal for a new **OR** existing business, integrating experience economy concepts. This includes in-depth research and analysis of markets, location, competition, customers, formats, SWOT analysis, recommended marketing and competitive strategies.

Both options will include a financial analysis component and identification of potential funding sources. Students developing a proposal for a new business will identify and project start-up costs and complete a break-even analysis. Students working with an existing business will complete a financial profile of the firm and a cost-benefit analysis of implementing strategic recommendations proposed by the team. **A detailed project guide sheet will be provided on Web CT for each option.**

**Option 1:**

Students who wish to develop a **new/start-up business** may work independently **or** in teams of 2 or 3. The project will include a comprehensive written business proposal (see above) that integrates some experiential dimension(s) into the proposed firm's offerings. Each student/team will give a professional presentation at the Entrepreneurship Showcase of their proposed business concept.

**Option 2:**

Students choosing to do a consulting project with an **existing business** must work in teams of 4-6 people (20 students max.). This project will involve consulting with (requires travel 1-2 times) an actual small business client in Grinnell, IA. Grinnell Chamber of Commerce and Main Street Development Program have sought our assistance based on our successful Main Street Makeover Program. Participating firms will be identified based on degree of fit with course objectives and business needs. Each team will develop a comprehensive written business proposal that includes experiential business strategies designed to enhance the specific firm's competitiveness. Teams will develop and share a well researched proposal for business improvement with the business client in late March AND implement the approved elements of the proposal in late April 2010. Each team will give a professional presentation at the Entrepreneurship Showcase of their business proposal developed for the business client, including proposed experiential enhancements and competitive strategies. A separate handout will detail specific requirements for this project option.

**AESHM 474-574  
Entrepreneurship in Human Sciences  
Spring 2010  
Tentative Class Schedule**

<b>Date</b>	<b>Topics</b>	<b>Reading/Assignment</b>
<b><u>Entrepreneurship and the Small Firm</u></b>		
<b>1/12, 14</b>	Introduction, Course Overview Importance of Small Business to the Economy Introduction to Entrepreneurship Characteristics of Entrepreneurs	Chap. 1 <b>Entrepreneurial Profile Assignment Introduced</b>
<b>1/19, 21</b>	Forms of Business Ownership Environment for Entrepreneurship Strategic Management and the Entrepreneur Experience Economy Concepts	Chap. 2 <i>Pine &amp; Gilmore Reading</i> <b>How to Analyze a Business Case</b> <i>Small Business Case-Assigned</i>
<b>1/26</b>	<b><u>Planning for Success</u></b>  Strategic Management and the Entrepreneur Developing a Business Plan Forms of Ownership-Franchising	Chap. 3, 4
<b>MAJOR PROJECT OPTION AND BUSINESS CONCEPT SELECTED + PARTNER (S) IDENTIFIED---sign project work agreements in class.</b>		
<b>1/28</b>	<b><i>Guest Speaker:</i></b> Mike Upah, SBDC and Pappajohn Center Business Smart Start Seminar Writing a Winning Business Plan	Chap. 6
<b>2/2, 4</b>	<b>INDIVIDUAL TYPED CASE ANALYSIS-<u>DUE</u> 2/2</b> <b>TEAM CASE PRESENTATIONS of assigned case sections in class on 2/2</b>  <b><i>Guest Speaker:</i></b> Diana Shonrock, Reference Librarian. This is an essential market research session regarding your major project. Topics will include market and competitor research, industry sector research, and feasibility analysis.	
<b>2/9, 11</b>	Buying an Existing Business vs. New Start-up Special Issues for Small and Rural Businesses	Chap. 5
	Feasibility Analysis and Market Research for Business Plans	Chap. 6
<b>ENTREPRENEURIAL PROFILE PAPER -<u>DUE</u> 2/11</b>		

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<b>2/16, 18</b>	Financial Planning and Analysis Basic financial reports, ratio analysis Breakeven analysis, managing cash flow	Chap.7,8 Financial Analysis Project Component Introduced MT Exam Outline Available
	<b><i>Guest Speaker</i></b>	

**2/23**      ***Guest Speaker***

**2/25**      ***MIDTERM EXAM***  
 Covers all chapters, lecture material, and speaker information to date

***Competitive Strategies for Small Business:***

<b>3/2, 4</b>	Review Midterm Exam Marketing & Promotion for Small/Entrepreneurial Firms	Midterm Reports Due Chap. 9, 10
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***BUSINESS PROPOSAL, DRAFT OF PART 1-WRITTEN PAPER DUE 3/4***  
 Pricing Policies, Credit, & Profitability      Chap. 11

<b>3/9, 11</b>	<b><u><i>Sources of Funding for Small Business</i></u></b> Global Marketing & E-Commerce	Chap. 12, 13
	Equity and Debt Financing Funding Your Business Location	Chap. 14, 15

***Guest Speaker on Financing a Business Plan***

**Bring draft of YOUR Financials for major project—  
 THIS INFORMATION will be used for discussion and feedback**

**Spring Break:** March 15-21, 2010, No Class.



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**Controlling and Managing Resources:**

- 3/23**      **PART 1-BUSINESS PROPOSAL RETURNED**  
Business Location, Layout, Facilities                      Chap.16  
Growing a Business
- 3/25**      **PART 2-BUSINESS FINANCIALS COMPONENT DUE**
- GRINELL CONSULTING TEAM PROPOSALS DUE**  
**PRESENTATIONS TO BUSINESS CLIENTS @ ISU**
- 3/30 and**  
**4/1**      ***Guest Speaker***  
Techniques for Enhancing Profitability  
Purchasing, TQM, Vendor Analysis                      Chap. 17  
Managing Inventory    Chap. 18
- Family Owned Businesses, HRM                      Chap. 19  
Risk Management, Succession Strategies
- 4/6, 8**      ***Guest Speaker***
- Business Proposal “Elevator” Sales Presentations of Project**  
**Proposal to Class**  
Practice session for Entrepreneurship Showcase,  
Teams plan, work on visuals and displays
- 4/13, 15**      **Electronic Copy of Executive Summary and Final Financials-Part 2**  
**DUE 4/13 for posting to website for pre-review by E-Showcase judges**
- Consult with Dr. Niehm on projects
- 4/20**      **GRINNELL CONSULTING PROJECT IMPLEMENTATION: APRIL 19, 20, 21**  
**4/22**      **WORK ON FINAL PROJECT AND E-SHOWCASE PRESENTATION/DISPLAY**
- NO REGULAR CLASS ON 4/22**

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4/27      Team and Course Evaluations  
            Final Exam Review Outline Available  
            Course Wrap-up

***FINAL BUSINESS PROPOSAL or CONSULTING PROJECT DUE, 2 bound copies of FULL WRITTEN PAPER with ALL visuals DUE by TUESDAY 4/27 by 5:00 pm to 31 Mackay Hall.***

4/29      ***ENTREPRENEURSHIP SHOWCASE: Thursday, April 29, 2010***

**Business Proposal AND Consulting Project Professional Presentations  
Presentation Boards, Visuals, Displays DUE—PROJECT PARTS 3 AND 4**

***Graded projects will be returned during the Final Exam Period.***

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**AESHM 474-574 Final Exam:**

**Thursday, May 6, 2010  
5-7 pm, #2088 Le Baron Hall**

**Final exam** covers all material presented since the midterm exam; **not comprehensive**. Exam will be multiple choice and matching format.

**Other Final Exam Period Activities:**

Submit Team Evaluations of Final Project  
Complete E-Showcase Reflective Evaluation  
Final Graded Projects Returned