

INTERAMERICAN UNIVERSITY OF PUERTO RICO
Metropolitan Campus
Administrative and Economic Sciences
Management School
SYLLABUS

I. GENERAL INFORMATION

Course	:	Entrepreneurial and Managerial Strategies
Code and number :		ENTR 3900
Credits	:	Three (3)
Academic Term	:	
Professor	:	
Office Hours	:	
Office Telephone	:	
E-mail	:	

II. DESCRIPTION

Evaluation of the entrepreneurial and managerial strategies. Emphasis on the analysis of the strategies through the study of company. Prerequisites: ENTR 2200, MKTG 1210

III. OBJECTIVES

At the end of the trimester the student will be able to:

1. Recognize the nature of managerial of entrepreneurial strategies
 - 1.1 Describe the process of managerial strategy
 - 1.2 Define and give examples of the important terms of managerial strategy
 - 1.3 Discuss the nature of designing strategies
 - 1.4 Explain the benefits from good managerial strategies
 - 1.5 Explain the importance of ethics in the managerial strategies.
2. Identify the diverse strategies that can be develop by the organizations according to their particular characteristics
 - 2.1 Identify and discuss examples from diverse strategies adopted by different organizations.
 - 2.2 Describe the managerial strategies for non for profit organizations, the government, and small business.
 - 2.3 Describe the nature and importance of the mission in managerial strategy.
 - 2.4 Design a mission statement.

- 2.5 Understand and describe how an audit in a private firm can impact their managerial strategy.
- 2.6 Familiarize themselves with the ten (10) external forces that affect an organization: economy, social, cultural, demographics, environmental, politics, **government**, legal, technology and competitively.
- 2.7 Identify the basic functions that are expected of clients in their respective enterprises related to the following areas: management, marketing, finance/accounting, production, operation, R & D, and information systems.
3. Demonstrate how to implement the managerial and entrepreneurial strategies.
 - 3.1 Discuss the importance of annual policies and objectives in order to achieve and implement the planned strategies.
 - 3.2 Explain the importance of developing an organizational structure and the when and how will be implemented.
 - 3.3 Describe the relation between operation management and the strategies that will be implemented.
 - 3.4 Explain how organizations can link the impact of performance and costs of the strategies that have been implemented.
 - 3.5 Describe how to assess and if required modify the organizational culture to support the strategies to be implemented.
 - 3.6 Explain and understand the impact of market segmentation and how the placement of a product as a tool can be use to implement a marketing strategy.
 - 3.7 Discuss assessment procedures to determine the value of an organization
 - 3.8 Understand and explain the impact of pro-form financial analysis as a key tool in the implementation of strategies.
 - 3.9 Discuss the nature and the role of research and development in the implementation of managerial strategies.
 - 3.10 Explain how the information systems can be an important element to determine the success of the managerial strategies.
4. Describe and apply how strategies adopted by an organization can be evaluated
 - 4.1 Design and describe a rubric to evaluate the managerial strategies.
 - 4.2 Explain the importance of managerial strategies evaluation and how it can be a complex, sensitive and an essential aspect in the success of an organization.

- 4.3 Discuss the importance of contingency plans in strategies evaluation.
- 4.4 Explain how computers/technology can help in the process of strategies evaluation.
- 4.5 Discuss the impact of economy and globalization in management strategy.
- 4.6 Understand the importance and impact of culture and diversity in the implementation of strategies around the world.
- 4.7 Discuss the importance of providing support to organizations willing to initiate, continue and expand their operations internationally.

IV. COURSE CONTENT

A. Entrepreneurial Strategy Process

1. Definition of strategy
2. Component strategy
3. Managerial strategy
4. Information systems strategy
5. Strategy
6. Strategy levels

B. Entrepreneurial Revolution

1. Challenge to the unknown
2. Economic environment
3. Emergent tendencies
4. Opportunities

C. Evolution

1. Entrepreneurial myths
2. Entrepreneurial encounters

D. Entrepreneurial Corporate Development

1. Entrepreneurial Nature
2. Interactive process of intra-entrepreneurship

E. Strategy Formulation

1. Analysis of labor environment
2. Identification of opportunity and threatening
3. Identification of strengths, weaknesses and different challenges in the market being impacted

F. Entrepreneurial Perspective

1. Understanding individuals
2. Motivating entrepreneurship
- G. Understanding and developing creativity
 1. Innovations in the entrepreneurial field
 2. Role of creativity
 3. Innovative process
- H. Developing entrepreneurial plan
 1. Macro vision of the industry
 2. Micro vision of the community
- I. Marketing research
 1. Developing marketing research
 2. Marketing stages for growth
 3. Marketing plan
- J. Strategy implementation
 1. Design of structural organization
 2. Integration system and control
- K. Financial preparation
 1. Importance of financial information and design of strategy.
 2. Preparation of a financial statement
 3. Capital Budget
- L. Development of an effective business plan
 1. How does the business plan guides the strategy
 2. Developing a business plan
 3. Elements of a business plan

V. ACTIVITIES

- A. Professional Resource
- B. Videos
- C. Supplementary Lectures
- D. Team work
- E. Independents studies
- F. Oral report
- G. Research

H. Graphics designers

I. Visits

J. Web

K. Data base

VI. EVALUATION

	Grade Weight	% of Final Note
Written exams	200	50
Final exam or major project	100	40
Oral reports	100	10

VII. SPECIAL NOTES

A. Special Accommodations

Students who require special accommodations must request these services at the beginning of the course as soon as they notice that they need help. Students can access this service with _____ Coordinator of Students with Special Needs at the Guidance and Counseling Office on the first floor at Metro's Student Center.

B. Plagiarism

Plagiarism, dishonesty, fraud and any other type of manipulation or inappropriate behavior related with academic performance are unacceptable in our institution. Disciplinary actions will be taken on students found guilty of such practice as established in Chapter V, Article 1, Section B.2 of the Student's Rules and Regulations handbook.

<http://metro.inter.edu/servicios/documentos/reglamentosestudiantes> 2006.pdf

Inter American University has very strict regulations regarding plagiarism (using the ideas or words of others without giving proper credit), so it is important that you specifically read Chapter 5, Article 1, Section B.2c of the Student' Rules and Regulations Handbook. This section clearly explains what plagiarism is. In addition, it explains the types of sanctions students are exposed to when they commit it.

C. Use of Electronic Devices

Cellular (mobile) telephones and any other electronic device that could interrupt the teaching-learning process or disrupt a milieu favorable for academic excellence will be deactivated. Critical situations will be dealt with in an appropriate manner. The use of electronic devices that permit the accessing, storing or sending of data during tests or examinations is prohibited.

VIII. LEARNING RESOURCES

TEXT

Aaker, David (2014); Strategic Market Management, 10th edition, John Wiley & Sons

RESOURCES

- A. Supplementary Lectures
- B. Movies
- C. Electronic resources
- D. Proquest: <http://www.proquest.com/pqdauto>

IX. REFERENCES

A. Books

Calvin, R.J. (2010) Entrepreneurial Management, Creating Successful Business Plans. Raising Capital and Structuring deals.

Kuratko, D. & Hodgetts, R.M. (2014)., Entrepreneurship: Theory, Process and Practice 9th Ed. Ohio: South Western, Cengage Learning.

Timmons, J. A., Zacharakis, A. & Spinelli, S. (2004) Business Plans that Work 1st Ed. Illinois: McGraw Hill. (Classic)

B. Journals

Caribbean Business
Harvard Business Review

C. Electronic Resources

Business Strategy
www.industryweek.com

Entrepreneur Magazine
www.magazinecity.com

Microjuris <http://www.microjuris.com>

Strategic Management Journal (e-journal)
<http://www3.interscience.wiley.com/cgi-bin/jtoc?ID=2144>

Strategic Pure and Simple II
<http://www.netlibrary.com/.summary.asp?ID=6929>

E-Journals
<http://er.library.northwestern.edu/newsite.html>

Resource Center <http://galenet.galegroup.com>

Conuco <http://cu-www.upr.clu.edu/conuco>

Eric: <http://nisc.com>

Infotrac <http://www.infotrac.galegroup.com/itweb/aguadilla>

Notiaccess <http://www.notiaccess.com>

Rev. 1/2016