

ENTREPRENEURSHIP 464
ENTREPRENEURIAL CONSULTING

Fall Semester 2009 Tuesday-Thursday 11am-12:15pm, LC E112

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The primary concern of this course is the examination and application of management and entrepreneurial concepts as applied in small and mid-size companies. There will also be an emphasis on the conditions that prevail in these smaller business organizations and in their urban setting. Operation of product and service oriented firms will be evaluated, and environmental and industrial factors are examined and emerging trends are identified. *Secondary research is a critical part of all consulting work. A consulting assignment with a small or mid-size company located in the Chicago area is required of each student.*

Course Requirements

- (1) Literature search and review on specific topic within the area of entrepreneurship, marketing, management, and all other areas of concern to the client.
- (2) Consulting assignment with a small or mid-size company located in the Chicago area.
- (3) Final consulting report which combines entrepreneurship and small business literature and concepts with the empirical findings from the assignment in order to resolve the client's critical issues.
- (4) Reading assignments and summary reports.
- (5) Oral presentation of the consulting assignment to the class as well as the client..

Course Goals

- (1) To Stow – To overcome inertia by reading and storing the important conceptual theories that describe human behavior and organizations and the interaction between the two.
- (2) To Know – To think about the concepts and develop a deeper understanding of the meanings and intricacies of the materials as it relates to diagnosing the reasons for certain behaviors.
- (3) To Grow – to gain a more mature practical understanding of how to apply the theories, prescribe possible solutions, determines the costs/benefits of each, and then select the best course of action.
- (4) To Show – To show what you know. To act and exhibit the desired behavior. In the behavioral arena there is a huge difference between knowing and showing.. The true test is whether you can demonstrate the knowledge you have. Can you lead when it is needed? Can you motivate others?
- (5) To Bestow – To teach and share your understanding with others. There is no greater professional responsibility and personal satisfaction than to give back what someone else has given to you. Mentoring is the management function of the future.

Assigned Reading Materials

- (1) *Flawless Consulting* by Pete Block, Jossey-Bass, 2nd edition, 2000
- (2) *The Entrepreneurial Conversation* by Edward G. Rogoff and Michael Corbett, Pinnacle, ISBN 0-9667383-7-3, 2005.
- (3) *Strategy 101: An Introduction and Guide* by Jim Ollhoff, Sparrow Media Group, ISBN 0-9719304-9-X, 2007.
- (4) “Additional Class Material” is listed on a separate page.

Weekly E-Mail Reports – (Send your Weekly E-mail Reports in *Word 97-2003* as an attachment). Each student is required to have an UIC e-mail account. Every student is required to e-mail a weekly activity report to me. E-mail the report to “fregetto@uic.edu” and use the following subject: “**Weekly Report for week of ____.**”

UIC’s Small Business Development Center (“SBDC”)

The clients for this consulting course have been obtained by UIC’s SBDC, and the SBDC will require each student to submit several reports in addition to the reports required in this syllabus and the “Submittal Requirements.” In general, the forms are a weekly and monthly time log to support the SBDC’s reporting of consulting services to the state of Illinois.

Course Schedule		
See “<i>Entrepreneurship 464 – Submittal Requirements</i>” for due dates for all graded assignments.		
Date	Class Topic	Readings & Assignments
8/25	- Introduction - Review student consulting requirements - Introduction of potential clients	- Complete Student Information Form
8/27	- Review student consulting requirements. - Tentative client selection	- Preliminary team formation
9/1	- Review <i>Flawless Consulting</i> (*) - Review first contact with client - Client Assignment Confirmation	- Finalize teams - Read 1 st half of <i>Flawless Consulting</i>
9/3	- Review <i>Flawless Consulting</i> (*)	Finalize Client Assignment
9/8	- Review <i>Flawless Consulting</i> (*) - Review 1 st client contact	- Read 2 nd half of <i>Flawless Consulting</i>
9/10	- Review <i>Entrepreneurial Conversation</i> (*)	- <i>Entrepreneurial Conversation</i>
9/15	Field Consulting	
9/17	- Review <i>Entrepreneurial Conversation</i> (*)	
9/22	Field Consulting	
9/24	- Review <i>Strategy 101</i> (*)	
9/29	Field Consulting	- Secondary research report
10/1	Status Report Meeting with Professor	10-15 minute meeting in-class; meeting time will be scheduled; all students to attend class.
10/6	- Continue review of “Additional Class Material.”	- Mid-semester exam
10/8	Field Consulting	
10/13	Field Consulting	

10/15	Team lead discussion of 1 st Draft Report	Submit 1 st Draft Report
10/20	- Review First Draft Report Comments	
10/22	- Schedule team meeting with professor during period starting 10/21 to 10/30.	
10/27		
10/29		
11/3	Field Consulting	
11/5	Field Consulting	
11/10	- Student consultant lead discussion of Second Draft Report and consulting approach.	- Second Draft Report
11/12	- Continue review of “Additional Class Material.”	
11/17	Field Consulting	
11/19	Team Presentations	
11/24	Team Presentations	
11/26	Team Presentations	
12/1	Team Presentations	
12/7-11	Final Exam Week	- Final Consulting Report is due - Consultant’s Notebook is due - Final Exam

(*) “*Additional Class Materials*” may also be discussed during these classes.

This outline is subject to change during the semester without written notice. All changes will be announced during class and/or sent via e-mail to the class