**Chapter 1 Entrepreneurial Challenge**

Read and Complete Chapter 1 Entrepreneurial Challenge (page 36): BUILD YOUR OWN BUSINESS. You will complete these assignments for each chapter throughout the semester and put together a final report at the end of the semester (Refer to Module 2A, see template for example).

Write an analysis addressing the following:

1. Identify the business you will build throughout this course and choose a name for your business. Write a paragraph about the business you are choosing, why this is your choice, and what products or services you will provide.
2. Write an analysis of buyer power and supplier power for your business, using Porter's Five Forces Model. Be sure to discuss how you could combat the competition with strategies such as switching costs and loyalty programs.
3. Write an analysis of rivalry, entry barriers, and the threat of substitute Products for your business, using Porter's Five Forces Model. Be sure to discuss how you could combat the competition with strategies such as product differentiation.
4. Describe which of Porter's three generic strategies you would use for your business. Be sure to describe the details of how you will implement this strategy and how it will help you create a competitive advantage in your industry.

Instructions for your submission:

* Open the Word document from your previous submission:"Entrepreneurial Challenge-YourName".
* You will be using this document throughout the semester.
* Make any requested changes from feedback received in previous weeks
* Add a bold heading titled:  **Chapter 1: Competitive Advantage**
* Follow the formatting requirements below
* Be sure your analysis is clear and organized.
* Change the **Footer** on the Word document to:  **Left** (Your Name), **Middle** (Page number), **Right**(semester, year).
* Submit "Entrepreneurial Challenge-YourName" prior to the due date and time.

Formatting Requirements:

* Times New Roman, 12 point font
* One-inch margins (indent first line of paragraphs 1/2-inch)
* Double spaced (no extra spacing before or after paragraphs)
* Correct spelling and punctuation
* Complete sentences

**Chapter 2 Entrepreneurial Challenge**

Read and Complete Chapter 2 Entrepreneurial Challenge (page 85): BUILD YOUR OWN BUSINESS. You will complete these assignments for each chapter throughout the semester and put together a final report at the end of the semester.

Write an analysis addressing the following:

1. You realize that you need a digital dashboard to help you operate your business. Create a list of all of the components you would want to track in your digital dashboard that would help you run your business. Be sure to justify how each component would help you gain insight into the operations of your business and flag potential issues that could ruin your business.
2. Explain three customer-facing processes and three business-facing processes associated with your business. Be sure to detail why the process is customer facing or business facing.
3. Create a To-Be process model for your most critical business process to ensure you know how to operate your startup in the most efficient and effective manner.

Instructions for your submission:

* Open the Word document from your previous submission:"Entrepreneurial Challenge-YourName".
* You will be using this document throughout the semester.
* Make any requested changes from feedback received in previous weeks
* Add a bold heading titled:  **Chapter 2: Business Processes**
* Follow the formatting requirements below
* Be sure your analysis is clear and organized.
* Change the **Footer** on the Word document to:  **Left** (Your Name), **Middle** (Page number), **Right**(semester, year).
* Submit "Entrepreneurial Challenge-YourName" prior to the due date and time.

Formatting Requirements:

* Times New Roman, 12 point font
* One-inch margins (indent first line of paragraphs 1/2-inch)
* Double spaced (no extra spacing before or after paragraphs)
* Correct spelling and punctuation
* Complete sentences

**Chapter 3 Entrepreneurial Challenge**

Read and Complete Chapter 3 Entrepreneurial Challenge (page 128): BUILD YOUR OWN BUSINESS. You will complete these assignments for each chapter throughout the semester and put together a final report at the end of the semester.

Write an analysis addressing the following:

1. Your business needs to take advantage of ebusiness and Business 2.0 strategies if it wants to remain competitive. Detail how your business could use Web. 1.0 and Web 2.0 to increase sales and decrease costs. Be sure to focus on the different areas of business such as marketing, finance, accounting, sales, customer service, and human resources. You would like to build a collaboration tool for all of your customers and events. Answer the following questions as they pertain to your business.

* What type of collaboration tool would you build?
* How could you use the tool to facilitate planning, product development, product testing, feedback, and so on.
* What additional benefits could a customer collaboration tool provide that could help you run your business?

Instructions for your submission:

* Open the Word document from your previous submission:"Entrepreneurial Challenge-YourName".
* You will be using this document throughout the semester.
* Make any requested changes from feedback received in previous weeks
* Add a bold heading titled:  **Chapter 3: Ebusiness**
* Follow the formatting requirements below
* Be sure your analysis is clear and organized.
* Change the **Footer** on the Word document to:  **Left** (Your Name), **Middle** (Page number), **Right**(semester, year).
* Submit "Entrepreneurial Challenge-YourName" prior to the due date and time.

Formatting Requirements:

* Times New Roman, 12 point font
* One-inch margins (indent first line of paragraphs 1/2-inch)
* Double spaced (no extra spacing before or after paragraphs)
* Correct spelling and punctuation
* Complete sentences

**Chapter 4 Entrepreneurial Challenge**

Read and Complete Chapter 4 Entrepreneurial Challenge (page 164): BUILD YOUR OWN BUSINESS. You will complete these assignments for each chapter throughout the semester and put together a final report at the end of the semester.

Write an analysis addressing the following:

1. As you are cleaning your business, you find a 30 gigabyte thumb drive and you know that it probably belongs to one of your valuable customers and contains their sensitive information.  What do you do?  What security concerns are associated with the thumb drive?  How could information security policies or an information security plan help your business with their type of situation?
2. Create an information security plan for your company.

Instructions for your submission:

* Open the Word document from your previous submission:"Entrepreneurial Challenge-YourName".
* You will be using this document throughout the semester.
* Make any requested changes from feedback received in previous weeks
* Add a bold heading titled:  **Chapter 4: Ethics and Information Security**
* Follow the formatting requirements below
* Be sure your analysis is clear and organized.
* Change the **Footer** on the Word document to:  **Left** (Your Name), **Middle** (Page number), **Right**(semester, year).
* Submit "Entrepreneurial Challenge-YourName" prior to the due date and time.

Formatting Requirements:

* Times New Roman, 12 point font
* One-inch margins (indent first line of paragraphs 1/2-inch)
* Double spaced (no extra spacing before or after paragraphs)
* Correct spelling and punctuation
* Complete sentences

**Chapter 5 Entrepreneurial Challenge**

Complete Chapter 4 Entrepreneurial Challenge (page 205): BUILD YOUR OWN BUSINESS. You will complete these assignments for each chapter throughout the semester and put together a final report at the end of the semester which will serve as your final.

Write an analysis addressing the following:

1. On your way to work this morning, you stopped for gas. When you were inside paying, someone broke into your car and stole your computer bag. You did not notice until you arrived at your business and began looking for your bag. As you begin to realize all of the data you just lost- customer lists, profit, and loss analysis, tax returns, email, sales information, payroll files, and so on--you begin to wonder when you last backed up your hard drive. Now that you have been stung by a painful data loss experience, you realize the importance of having a backup strategy. Create a detailed backup strategy and disaster recovery plan for your business. Be sure to include details such as the types of backup you will perform, frequency of backups, and location of backups.

Instructions for your submission:

* Open the Word document from your previous submission:"Entrepreneurial Challenge-YourName".
* You will be using this document throughout the semester.
* Make any requested changes from feedback received in previous weeks
* Add a bolded heading titled:  **Chapter 5: Information Backup and Recovery**
* Follow the formatting requirements below
* Be sure your analysis is clear and organized.
* Change the **Footer** on the Word document to:  **Left** (Your Name), **Middle** (Page number), **Right**(semester, year).
* Submit "Entrepreneurial Challenge-YourName" prior to the due date and time.

Formatting Requirements:

* Times New Roman, 12 point font
* One-inch margins (indent first line of paragraphs 1/2-inch)
* Double spaced (no extra spacing before or after paragraphs)
* Correct spelling and punctuation
* Complete sentences

**Hardware Software Requirements**

 Write an analysis of the following:

          Consider the types of hardware and software your business will require. You should consider the following: computers, mobile devices, servers, hardware for reading credit cards, telephones, etc. You should consider software requirements for: bookkeeping, customer payments, mobile apps, employee payroll, etc. Will you use local servers or a Cloud computing structure? You need to be thinking about what will be required within the first six months of starting your business. What do you need to get your company up and running?

Instructions for your submission:

* Create a new Word document
* Save the document as "**Appendix A-YourName**"
* Add a bolded heading titled:   **Hardware and Software**
* Follow the formatting requirements below
* Be sure your analysis is clear and organized.
* Change the **Footer** on the Word document to:  **Left** (Your Name), **Middle** (Page number), **Right**(semester, year).
* Submit "Appendix A-YourName" prior to the due date and time.

Formatting Requirements:

* Times New Roman, 12 point font
* One-inch margins (indent first line of paragraphs 1/2-inch)
* Double spaced (no extra spacing before or after paragraphs)
* Correct spelling and punctuation
* Complete sentences

**For future reference:**

For your final Implementation Plan, you will use Excel to complete a budget. While analyzing your hardware and software needs, you may want to research the costs associated with your hardware and software requirements online. You can shop at BestBuy.com, Amazon, etc. If you take notes of this information now, it may save you time later.

**Hardware Software Requirements**

 Write an analysis of the following:

          Consider the types of hardware and software your business will require. You should consider the following: computers, mobile devices, servers, hardware for reading credit cards, telephones, etc. You should consider software requirements for: bookkeeping, customer payments, mobile apps, employee payroll, etc. Will you use local servers or a Cloud computing structure? You need to be thinking about what will be required within the first six months of starting your business. What do you need to get your company up and running?

Instructions for your submission:

* Create a new Word document
* Save the document as "**Appendix A-YourName**"
* Add a bolded heading titled:   **Hardware and Software**
* Follow the formatting requirements below
* Be sure your analysis is clear and organized.
* Change the **Footer** on the Word document to:  **Left** (Your Name), **Middle** (Page number), **Right**(semester, year).
* Submit "Appendix A-YourName" prior to the due date and time.

Formatting Requirements:

* Times New Roman, 12 point font
* One-inch margins (indent first line of paragraphs 1/2-inch)
* Double spaced (no extra spacing before or after paragraphs)
* Correct spelling and punctuation
* Complete sentences

**For future reference:**

For your final Implementation Plan, you will use Excel to complete a budget. While analyzing your hardware and software needs, you may want to research the costs associated with your hardware and software requirements online. You can shop at BestBuy.com, Amazon, etc. If you take notes of this information now, it may save you time later.

**Database Requirements**

This assignment will serve as a starting point for a database information system you plan to implement in your business. After reading the information in Appendix C, think about the different entities you might use for your business.

Write an analysis of the following:

You need to list three entities you plan to include in your database along with the attributes associated with them. See Figure C.1 on page C.2 for examples. You must explain the data you are planning to keep track of and why. You need to explain why this information is important to your business structure. What kinds of relationships exists between your different entities?

Instructions for your submission:

* Create a new Word document
* Save the document as "**Appendix C-YourName**"
* Add a bolded heading titled:   **Database Requirements**
* Follow the formatting requirements below
* Be sure your analysis is clear and organized.
* Change the **Footer** on the Word document to:  **Left** (Your Name), **Middle** (Page number), **Right**(semester, year).
* Submit "Appendix C-YourName" prior to the due date and time.

Formatting Requirements:

* Times New Roman, 12 point font
* One-inch margins (indent first line of paragraphs 1/2-inch)
* Double spaced (no extra spacing before or after paragraphs)
* Correct spelling and punctuation
* Complete sentences

**For future reference:**

For your final Implementation Plan, you will use Access to design a database. If you do a thorough job of planning now, it may save you time later.

#### ****Chapter 7 Entrepreneurial Challenge****

Complete Chapter 7 Entrepreneurial Challenge (page 289): BUILD YOUR OWN BUSINESS. You will complete these assignments for each chapter throughout the semester and put together a final report at the end of the semester which will serve as part of your final.

Write an analysis addressing ONE OF the following:

1. In an effort to connect better with younger consumers, McDonald’s restaurants in southern California are enticing customers through their mobile phones, offering mobile coupons for a free McFlurry. Under the promotion, customers text the message “McFlurry” to a five-digit short code promotional phone line. An electronic coupon for the free dessert is then downloaded to their mobile phones; when consumers bring those phones to participating restaurants, they can redeem the coupon electronically. Mobile coupons (mcoupons) that are stored and carried in a mobile phone have higher redemption rates than paper or ecoupons because they are not forgotten or left at home. Mcoupons can drastically reduce delivery and redemption cost, trigger impulse buys, and send offers to customers in real time that are locations based. Your customers are mobile, and you want your business to take advantage of mobile technology, so you have decided to create an innovative system for mcoupons, allowing customers to capitalize on instant redemption coupons. As customers walk past your business (or within 25-foot radius) a coupon will be pushed to their mobile device. As you prepare to deploy this new mobile marketing campaign, you need to create a detailed analysis of mcoupons, including all of the potential risks and benefits. In your analysis, be sure to discuss the types of coupons you would offer to your mobile customers along with all of the potential risks and benefits.
2. Radio-frequency identification technologies use active or passive tags in the form of chips or smart labels that can store unique identifiers and relay this information to readers. RFID tags represent the next big step forward from bar codes, and retailers are using RFID to control theft, increase efficiency, and improve demand planning. Businesses are using RFID for everything, including preventing toilets from overflowing, refilling customer’s drinks, identifying human remains, and combating counterfeit drugs. Develop two new products using RFID that can help you reduce expenses, increase profits, and create a competitive advantage for your business.

Instructions for your submission:

* Open the Word document from your previous submission:"Entrepreneurial Challenge-YourName".
* You will be using this document throughout the semester.
* Make any requested changes from feedback received in previous weeks
* Add a bold heading titled:  **Chapter 7: Mobile Business Technologies**
* Follow the formatting requirements below
* Be sure your analysis is clear and organized.
* Change the **Footer** on the Word document to:  **Left** (Your Name), **Middle** (Page number), **Right**(semester, year).
* Submit "Entrepreneurial Challenge-YourName" prior to the due date and time.

**Network Connectivity**

Write an analysis of the following:

What are your plans for connectivity? What wired and/or wireless networks will you utilize? What sort of mobile policy will be in place for your employees?

Instructions for your submission:

* Create a new Word document
* Save the document as "**Appendix B-YourName**"
* Add a bolded heading titled:   **Network Connectivity**
* Follow the formatting requirements below
* Be sure your analysis is clear and organized.
* Change the **Footer** on the Word document to:  **Left** (Your Name), **Middle** (Page number), **Right**(semester, year).
* Submit "Appendix B-YourName" prior to the due date and time.

Formatting Requirements:

* Times New Roman, 12 point font
* One-inch margins (indent first line of paragraphs 1/2-inch)
* Double spaced (no extra spacing before or after paragraphs)
* Correct spelling and punctuation
* Complete sentences

**For future reference:**

For your final Implementation Plan, you will use Excel to complete a budget. You need to research the providers available and the costs associated with your connectivity. If you take notes of pricing information now, it may save you time later.

#### ****Chapter 8 Entrepreneurial Challenge****

Complete Chapter 8 Entrepreneurial Challenge (page 340): BUILD YOUR OWN BUSINESS. You will complete these assignments for each chapter throughout the semester and put together a final report at the end of the semester.

Write an analysis addressing ONE OF the following:

1. Netflix reinvented the video rental business using supply chain technology. Netflix is the largest online DVD rental service, offering flat-rate rental by mail and over the Internet to customers. Customers can create their own personal list of movie favorites, and the DVDs are delivered by the U.S. Postal Service from one of Netflix’s warehouses. Customers can keep the DVD for as long as they want and simply return it by mail to receive their next selection. Netflix’s business is video rental, but it used technology to revamp its supply chain to disrupt the entire video rental industry. Define a way that you can revamp or reinvent your business by using supply chain technologies.
2. Business is booming, and you have achieved your goal of driving operating costs down, which helps to drive revenues up. One of your best new products is from China, and it is accounting for a 20 percent increase in your profits. Yesterday, a dockworkers union strike began and shut down all of the West Coast shipping docks from San Francisco to Canada. Work will resume when the union agrees to new labor contracts, which could take months. You need to assess the impact of the shutdown on your business quickly. How will you keep business running if you cannot receive your shipments? What strategies do you recommend to help the business continue working while the supply chain is disrupted by the strike?

Instructions for your submission:

* Open the Word document from your previous submission:"Entrepreneurial Challenge-YourName".
* You will be using this document throughout the semester.
* Make any requested changes from feedback received in previous weeks
* Add a bold heading titled:  **Chapter 8: Enterprise Applications**
* Follow the formatting requirements below
* Be sure your analysis is clear and organized.
* Change the **Footer** on the Word document to:  **Left** (Your Name), **Middle** (Page number), **Right**(semester, year).
* Submit "Entrepreneurial Challenge-YourName" prior to the due date and time.

Formatting Requirements:

* Times New Roman, 12 point font
* One-inch margins (indent first line of paragraphs 1/2-inch)
* Double spaced (no extra spacing before or after paragraphs)
* Correct spelling and punctuation
* Complete sentences

#### ****Chapter 9 Entrepreneurial Challenge****

Complete Chapter 9 Entrepreneurial Challenge (page 382): BUILD YOUR OWN BUSINESS. You will complete these assignments for each chapter throughout the semester and put together a final report at the end of the semester.

Write an analysis addressing the following:

1. Your business is undertaking many new and exciting initiatives to boost growth, including employee blogs, customer wikis, and implementation of a new time and attendance system. Time and attendance software is critical to the business because it can ensure that you have the right employees, at the right place, at the right time, which can increase sales. You never want to find yourself understaffed during busy times and overstaffed during slow times. Also, accurately accounting for employees’ time is crucial to analyzing labor expenses effectively, which are the largest operating expense your business incurs. Conveniently, time and attendance solution providers, time click manufacturers, and software development companies are developing high-quality affordable products. You have decided to replace the manual employee tracking system your grandfather implemented in the 1950s. You have a highly technical employee, Nick Zele, who has offered to build the system for you and assures you that it is a simple build. You could also purchase one of the many off-the-shelf applications and have an outsourcing firm customize the application for your business. What are the pros and cons of using an employee to build you a custom system what are the pros and cons of purchasing an off-the-shelf time and attendance application and outsourcing custom development? How will your older employees feel about the new system and what can you do to ensure a smooth transition? What type of system development plan will you choose to implement?

Instructions for your submission:

* Open the Word document from your previous submission:"Entrepreneurial Challenge-YourName".
* You will be using this document throughout the semester.
* Make any requested changes from feedback received in previous weeks
* Add a bold heading titled:  **Chapter 9: Systems Development**
* Follow the formatting requirements below
* Be sure your analysis is clear and organized.
* Change the **Footer** on the Word document to:  **Left** (Your Name), **Middle** (Page number), **Right**(semester, year).
* Submit "Entrepreneurial Challenge-YourName" prior to the due date and time.

Formatting Requirements:

* Times New Roman, 12 point font
* One-inch margins (indent first line of paragraphs 1/2-inch)
* Double spaced (no extra spacing before or after paragraphs)
* Correct spelling and punctuation
* Complete sentences