MGMT 3850.002 – ENTREPRENEURSHIP, FALL 2014
SYLLABUS*

Professor: Dr. A. BarNir
Office: 385 F Business Leadership Building
Phone: 940-565-4334
E-mail: Use Blackboard Learn email (messages) for communication regarding course. If Bb is not available, use anat.barnir@unt.edu
Conference hours: Monday 10-2, Wednesday 1-2. Other times by appointment.

Course description
MGMT 3850: Initiation of new ventures and approaches to growth of existing firms through opportunity recognition, innovation, and change. Course emphasizes developing effective entrepreneurial skills and behaviors and includes preparation of a comprehensive business plan. (UNT Undergraduate catalog).

Course Objectives:
Upon completion of the course, participants should –
- Understand the basic theory and principles of entrepreneurship and small business management
- Be able to conduct research related to business planning and start-up issues
- Be able to recommend effective courses of action for entrepreneurial businesses and solve problems for such businesses
- Be able to conduct feasibility analysis and prepare a business plan
- Be able to implement a business plan

Blackboard Learn and Online Access
This course uses Blackboard Learn (BbL) to support class interactions. Material and grades will be posted on BbL, and all course communication, including submission of electronic copies of assignments will be done through BbL Messages (email) only. Students should check BbL at least prior to each class. The two primary communication functionalities in this course are Announcements and Messages (E-Mail).

1. Announcements: This is the primary means by which I communicate important information to the entire class. Make a habit of checking this link as many times a day as you can, but not less than every 48 hours. Read all messages from me promptly, as they may include important information regarding assignments or the course and e-mail me with any questions or concerns.
2. E-mail: We will use the Messages tool in BbLearn. Note that this tool DOES NOT alert you to the fact that you have a new e-mail. Please make a habit of checking messages every time you log in (and preferably right before you log out as well), and at least once every 48 hours, to make sure you read messages promptly.
3. External e-mail. UNT policy is that the default e-mail for non-Bb communication is the student’s EagleConnect account. Any messages sent from me using external e-mails will be sent to that account. If you do not check or use this account, make sure to log in and change the settings so that all messages from this account are forwarded to your preferred e-mail account. (Please test the settings to make sure the forwarding works.)

* Instructor reserves the right to make changes to the syllabus, as needed.
August, 2014

If you have difficulty accessing the course, please contact the Blackboard Vista Support staff at vista@unt.edu, phone: (940) 565-2324; in person: Sage 130, http://www.unt.edu/helpdesk/. If you encounter a technical problem, you may notify me, but please do not contact me with technical questions as I cannot help with those. The Help Desk advisors can often walk you through a problem and solve it with you while on the phone, so make sure to contact them promptly.

ADA Compliance
The College of Business complies with the Americans with Disabilities Act in making reasonable accommodation for qualified students with disability. If you have an established disability as defined in the ADA and would like to request accommodation, you must obtain an accommodation letter from UNT Office of Disability Accommodation (ODA). Any student that has obtained an accommodation should notify me AND ensure that I receive the ODA letter within the first week of the semester. If you have a letter of accommodation, DO NOT hang on to it but turn it to me immediately, and no later than 7 working days prior to the time the accommodation needs to be arranged. University policy requires that students notify their instructor within the first week of class that an accommodation will be needed.

Academic Integrity
Academic integrity policies are designed to protect the honest student from unfair competition with unscrupulous individuals who might attempt to gain an advantage through cheating. If you engage in academic dishonesty related to this class, you will receive a failing grade on the test or assignment, and a failing grade in the course. In addition, your case will be referred to the appropriate authority for review. Scholastic dishonesty includes, but is not limited to, a) use of unauthorized assistance in taking tests, exams, or any assignment not designated as a group project; b) acquisition, without permission, of tests or academic material belonging to faculty or university staff; c) plagiarism, including copying from any published / non published work without proper citation (including material published online). For detailed information about UNT policy please see http://vpaa.unt.edu/academic-integrity.html.

There is zero tolerance policy for any violation of academic integrity.

Course Material

The book is available through the university bookstores. If you prefer an electronic version of the textbook, it can be purchased through Coursesmart platform, which offers either an online version or a downloadable version. Review the options and choose the one you prefer. The link to the book is: http://www.coursesmart.com/9780132666831

Method of Instruction
Readings from the textbook are assigned to each class, per course schedule. Students are expected to come to class after they have read the assigned material. In class we will spend time discussing select topics from course, and building on the content through applications, discussions, and hands on activities. Note that class lectures will NOT systematically repeat the content of the chapter, and it is the responsibility of students to make sure that they thoroughly read and study all assigned material. Additional material, which may include video segments or articles may be assigned from time to time. Often, this material will reflect content that is either new or just identified as relevant to the course, and is therefore not specified on the syllabus.

Class sessions often involve handouts such as PowerPoint slides or worksheets. PowerPoint slides will be posted on the course BbL page 24 hours prior to the class. When such material is posted students should print one copy and bring to class with them, as I will not bring copies to class.
Grade Components
All exams and assignments are due only as scheduled on this syllabus and course calendar. Late assignments are accepted at instructor’s discretion, with a late submission penalty. Grading will be based on the following:

<table>
<thead>
<tr>
<th>1. Individual</th>
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</thead>
<tbody>
<tr>
<td>1b. Business concept assignment</td>
<td>80</td>
</tr>
<tr>
<td>1a. Entrepreneur Interviews</td>
<td>150</td>
</tr>
<tr>
<td>1c. Exams (3 @ 170 each)</td>
<td>510</td>
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</tbody>
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<table>
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<tr>
<th>2. Team**</th>
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<tbody>
<tr>
<td>2a. Concept Pitch</td>
<td>60</td>
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<tr>
<td>2b. Team Project: Business Plan</td>
<td>200</td>
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</tbody>
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Optional final 0 or 170

Total 1000

**Team based points - individual grades are subject to peer evaluation.

Notes regarding grades and grading:

1. All grades will be weighted on a straight scale out of 1000, as follows:
   900-1000 points - A (extraordinary, superb, excellent);
   800-899.9 points - B (impressive, good, fine/satisfactory);
   700-799.9 points - C (fair, marginally satisfactory, marginally acceptable);
   600-699.9 points - D (passing);
   below 600 points - F (failure).
2. Letter grade equivalent for students graded on Pass/Fail scale is as follows:
   Pass=750 points or higher, Fail=less than 750 points. These students will do business plan project individually, per specific guidelines.

1. Individual grade components

1a. Business concept assignment
There is one individual assignment that involves idea generation exercise and will lead to ideas that may become the basis for a business plan. The individual assignment will be handed out on the second week of the semester and is due per course calendar. Make sure to follow submission guidelines on the assignment. This assignment is due by week 3 of the semester.

1b. Entrepreneur Interview Assignment
Each student will personally interview two entrepreneurs, administer a survey, and write a summary report. The entrepreneurs will be chosen by students. Entrepreneurs selected must be the sole owner or a partner of the business, and someone who is actively involved in the day-to-day operation of the business. The two entrepreneurs cannot be from the same company. This assignment can be done individually or in teams of 2 (recommended) – subject to specific provisions outlined in the Interview Assignment Guidelines).
   - Individually: Interview 2 entrepreneurs, write one report
   - Team (2 students): Interview 4 entrepreneurs, write one report (integrative).

Please make sure to read the specific requirements for this assignment, as indicated in
the **Interview Assignment Guidelines**. Note that if you opt for a team all team members are equally responsible and will get the same grade. Once you commit to a team, you cannot change that, so carefully consider if you prefer to work with others on this assignment. More information will be provided.

### 1c. Exams

Three exams will be administered during the semester, per course calendar. Exams will be conducted in class, and will consist of multiple choice and true/false questions. Exams are closed books/notes and cover the material per course calendar (not cumulative). All readings, videos, and class applications are considered course material.

Exams begin promptly at 2. Late students who arrive later than 15 minutes from the start of class OR after the first student left the room will not be allowed to take the exam. Late students will not be granted extra time to make up for the late start of the exam.

An optional exam will be given on the week of final, and is comprehensive. Students can take the optional exam under either of the two cases:

1) The student has taken all three exams and wants to improve his/her grade. In this case, the grade on the final will replace the lower of the first exams IF the grade on the final is higher. If the grade on the final is lower than either of the first exams, the first exam grades will count.

2) A student has an excused absence (see definition) for missing one of the first three exams. In such event, the optional exam will replace the missed exam. Any student who missed any of the first exams must get the instructor’s permission prior to taking the optional final.

Additional information will be provided later in the semester.

### 2. Team based grade components

**Team based grade components are subject to peer evaluation. Individual grades will reflect individual contribution to project as perceived by team members.**

There are two team based assignments - Concept Pitch and the Business plan. Students will self-select into teams and both team assignments will be done with the same team. Students are encouraged to interact with each other and assess the fit for teaming up. A class will be dedicated for finalizing teams on 9/22. Deadline for team formation is 9/22/2014.

**2a. Concept Pitch assignment**

Once teams have been formed, each team will select two business ideas from those submitted by their team members. The team will prepare a **Concept Pitch** for both business ideas, and those Concept Pitches will be presented to class on 9/29/14. The class will provide feedback on the **concept pitches**, and one of the two concepts presented will be chosen by the team and become the focus of the team’s business plan. More information will be given out later.

**2b. Business plan**

A business plan is a document in which you outline how you would start a hypothetical business. If you are planning on starting a business, a business plan in this course may be an excellent exercise. The business plan will follow the format reviewed in the course. The business plan must be feasible. That is, the plan should reflect a venture that you would actually consider undertaking and involves research, creativity, and integration. Teamwork is an integral part of this project. More information including the process and timeline will be provided later in the semester.

**Team problems.** If you would like to discuss with me problems or issues with your team, feel free to contact me. However, I most strongly encourage you to discuss such issues and try and resolve them amongst yourselves (this is the situation you will encounter when working with
colleagues in real life…). Serious problems with a team member must involve documentation, and a meeting with ALL group members. Removal of member from a group is possible, but only as last resort. I will expect to see clear evidence that the underperforming member of the team has been made aware of the team’s concern, and you MUST involve me in the situation. In the event that a student is dropped from the team, he/she will be required to do the project on his/her own.

**Course Policies**

### I. Participation and Attendance

You are encouraged to attend all classes, because this is how you learn and how you add value to the class. Attendance and participation in class mean arriving on time, staying the full time, staying awake, and focusing on class activity. Participation also means submitting homework assignments or engaging in online activities, when they are assigned. Engaging in any type of non-class related activity during class (including texting, checking email, etc.) is prohibited (see #2 under **General Conduct**, below). Attendance will be taken, typically through a seating chart, and if you are not in class when I take roll (which may be anytime during class), you are absent. If you leave class after roll is taken, you are considered absent.

#### a. Grade implications:

- **Missing classes.** Students are allowed up to 2 absences without penalty (unless class is required). Students with 3 unexcused absences will lose 1% from final points. Students with 4 unexcused absences will lose a letter grade. Students with 5 unexcused absences fail the course.
- **Missing class preparation assignments.** Occasionally, class preparation tasks or online activities will be assigned. Those activities are mandatory and are considered part of course participation. Typically those assignments will involve completing a worksheet and submitting it prior to class. You are allowed to miss one such assignment without penalty. Not submitting such assignment by the deadline, as instructed, or submitting an unsatisfactory assignment counts as a deficiency in participation and will result in a reduction of up to 5 points per assignment from the students final course score. Students are allowed to miss one assignment without penalty.

#### b. Seating chart: Please select a place in class that you are comfortable in and keep this seat the entire semester. By the end of week 2 a seating chart will be prepared and will be used for roll taking, and other notes regarding student activity.

#### c. Student responsibility: Students are responsible for obtaining all notes, information, or handouts in the event they missed class.

#### d. Excused absence: Excused absences are absences for family or medical emergencies, which are documented and verifiable. Work related absences, traffic or car problems, missed classes due to travel or travel delays, etc., do not constitute excused absences. Exam or schedule conflict due to events not mentioned above can bepetitioned for an exception, provided that the request is made at least 7 days prior to the event. The Instructor will make a determination and/or refer the student to the Dean of Students. All requests for recognizing an absence as excused will be dealt with on a case-by-case basis. See resources available at ([https://deanofstudents.unt.edu/resources](https://deanofstudents.unt.edu/resources)).
II. General Conduct
To minimize distractions to your fellow students and to the instructor, please adhere to the following:

1. Please refrain from eating in and during class.
2. Recording of lectures or any class activities is prohibited unless permission has been granted in writing, prior to the recording.
3. Pagers, cell phones, or any other electronic device must be either turned off or set to a “silent” mode during class. Usage of text messaging, PDAs, and camera phones is not permitted during class and/or exams. Usage of other electronic devices during class/exams requires prior permission from me.
4. If any electronic device not authorized for use is being used, the student will be warned and instructed to remove the device. If a student has a phone out after receiving a warning, then the instructor reserves the right to ask the student to leave the class, and the student will be considered as interfering with the instructor’s ability to conduct the class.
   In addition, if a student is found using an unauthorized device, the instructor has the right to give an unannounced assignment to the entire class. This would be a required assignment, and any student not submitting it will incur 5 point reduction of his/her grade. Additionally, the student using such a device is considered as engaging in non-class related activities, and therefore absent from class (and will be counted toward the student’s overall attendance).
5. Laptops are considered an electronic device and are not allowed out in class, unless teamwork time is provided. I discourage the use of laptops to take notes, as students learn better by taking notes on copies of slides. If you feel that you must use your laptop to take notes, then you must receive permission from the instructor, and I will require you to submit your notes taken on the laptop to me after each class period via email. If notes are not provided after each class period then you will be asked to refrain from using your laptop during subsequent class meetings. Under no circumstances are laptops allowed for non-class related activity.

III. Acceptable Student Behavior
Student behavior that interferes with an instructor’s ability to conduct a class or other students’ opportunities to learn is unacceptable and disruptive, and will not be tolerated in any instructional form at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Center for Student Rights and Responsibilities to consider whether the student’s conduct violated the Code of Student Conduct. The University’s expectations for student conduct apply to all instructional forums, including university and electronic classrooms, discussion groups, etc. The Code of Student Conduct can be found at www.unt.edu/csrr. Please be courteous and respectful to each other and to the instructor. Be a considerate and contributing member of your team.

IV. Use of personal computers for course related work
You will obviously use your personal computers for class and project activities. When you do that, make sure to have several “back-ups” at different points into the project. Also, make sure to distribute the work done among all members of the team so everyone is on board and so that there are different copies in case there is a problem with one computer.

V. Sundown Rule
Students have one week from the time grades are posted to inquire about a grade on any grade component. The purpose is to resolve any question as soon as grades are posted rather than wait till the end of the semester. Make sure to check your grades frequently (they will typically be posted on Blackboard) contact me immediately with any questions.
   Be aware that exams are not returned. Students wishing to review an exam should make an appointment with the instructor. Appointments will be made during office hours or regular
work days, and require at least a 48 hour notice.

VI. Plagiarism and TurnItIn Policies

Course assignments / discussions / projects / exam questions will be checked electronically at www.TurnItIn.com for similarities to already published work appearing in an extensive database, to prevent plagiarism and to ensure independent and original work of students. The instructor reserves the right to decide which assignments will be checked, and will usually apply a randomized process. Plagiarism will not be tolerated; an assignment deemed plagiarized will incur a grade of zero. Repeat plagiarism will incur a deduction of letter grade or an F in the course, and will be referred to the Dean of Students for handling as breach of UNT Academic Integrity policy.

VII. Intellectual property

State common law and federal copyright law protect all material distributed and/or presented for this course and material appearing on the course website. Whereas a student is authorized to take notes in class and to make a copy or print course material, the authorization extends to students in this class only, and only to making one set for the student's own personal use and no other use. You are not authorized to record, photograph or video tape lectures, to make copies of course material, to disseminate course content in any form (including digitally), or to make any commercial use of course material without express written prior permission from me.

VIII. Extra Credit

I do not give extra credit assignments. If you are counting on a grade in this class that you need to graduate this semester, your best strategy is to attend, participate, make an effort, and submit all assignments.

Key Success Factors in Course

1. *Come to class*, be on time, and follow the guidelines for participation. Prepare and make sure you know what is going on. You will find the course interesting only if you take active part in it.
2. *Know the rules*, policies, and grading system. Read the syllabus thoroughly and make sure you understand the requirements. If you don’t – ask!
3. *Assume responsibility*! Your grade and performance are in your hands and under your control. Do not rely on your team to get you to a higher grade! Do not procrastinate (the computer will usually punish you for that)! Do not compromise for quality work!
**Course schedule**

<table>
<thead>
<tr>
<th>Date*</th>
<th>Topic &amp; Reading</th>
<th>Assignments, &amp; other deadlines</th>
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<tbody>
<tr>
<td><strong>Week 1</strong></td>
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<tr>
<td>Monday 8/25/14</td>
<td><em>-Introduction &amp; course overview</em></td>
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<tr>
<td></td>
<td>Obtain book, log on to Course website, review and browse through Bb</td>
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</tbody>
</table>
| Wednesday 8/27/14 | Unit 1: introduction to entrepreneurship  

  Read: Chapter 1  

  Individual assignment handed out |
| **Week 2**     |                                                                                   |                                 |
| Monday 9/1/14  | Labor Day – No class                                                              |                                 |
| Wednesday 9/3/14 | Unit 2: The entrepreneurial mind  

  Read: Chapter 2  

  Individual assignment due.  

  Submit according to guidelines. |
| **Week 3**     |                                                                                   |                                 |
| Monday 9/8/14  | Unit 3: Business models and strategic planning  

  Read: Chapter 3  

  Individual assignment due.  

  Submit according to guidelines. |
| Wednesday 9/10/14 | Unit 3: continued & class application  

  Read: YBC - The best little pizza chain no one ever heard of, (Page 98)  

  Individual assignment due.  

  Submit according to guidelines. |
| **Week 4**     |                                                                                   |                                 |
| Monday 9/15/14 | Unit 4: Feasibility analysis & business plan  

  Read: Chapter 4  

  Individual assignment due.  

  Submit according to guidelines. |
| Wednesday 9/17/14 | Unit 4: continued  


  Individual assignment due.  

  Submit according to guidelines. |
| **Week 5**     |                                                                                   |                                 |
| Monday 9/22/14 | Concept group time & team formation                                               |                                 |
| Wednesday 9/24/14 | Exam I (Units 1, 2, 3, 4)                                                        |                                 |
| **Week 6**     |                                                                                   |                                 |
| Monday 9/29/14 | Concept Pitch class                                                               |                                 |
| Wednesday 10/1/14 | Unit 5: Marketing  

  Read: Chapter 8  

  B-Plan outline due 2 pm (1 per team) |
## August, 2014

### Week 7

| Monday 10/6/14 | Unit 6: Location considerations  
*Read: 14, pp. 519-547* |
| Wednesday 10/8/14 | Unit 5 & 6: continued |

### Week 8

| Monday 10/13/14 | Unit 7: Online entrepreneurship  
*Read: Chapter 9  
Unit 8: Pricing strategies  
*Read: Chapter 10* |
| Wednesday 10/15/14 | Unit 7 & 8: continued  
*Read: YBC – The Social Sauce Experiment, pp. 291-292* |

### Week 9

| Monday 10/20/14 | Exam II (units 5-8) |
| Wednesday 10/22/14 | Unit 9: Financials  
*Read: Chapter 11* |

### Week 10

| Monday 10/27/14 | Unit 10: Cash Management  
*Read: Chapter 12* |
| Wednesday 10/29/14 | Unit 10: continued |

### Week 11

| Monday 11/3/14 | Unit 11: Sources of finance  
*Read: Chapter 13* |
| Wednesday 11/5/14 | Unit 11, continued |

### Week 12

| Monday 11/10/14 | Unit 12: Ownership & legal structure  
*Read: Chapter 5* |
| Wednesday 11/12/14 | Exam III (units 9-12) |

### Week 13

<p>| Monday 11/17/14 | B-Plan class, Team meetings with Dr. B |
| Wednesday 11/19/14 | B-Plan class, Team meetings with Dr. B |</p>
<table>
<thead>
<tr>
<th>Week 14</th>
<th>Project Work Period</th>
<th>Project work period</th>
<th>Business Plan due. Submit: 1) Hard copy by 3:20 pm to Dr. B 2) Electronic copy (1 file with all attachments) via BbL by 7 pm.</th>
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</thead>
<tbody>
<tr>
<td>Monday</td>
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<tr>
<td>11/24/14</td>
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<td>Wednesday</td>
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<td>11/26/14</td>
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<td>Week 15</td>
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<tr>
<td>Monday</td>
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<tr>
<td>12/1/14</td>
<td>B-Plan Presentations</td>
<td></td>
<td>Presenting teams submit an electronic copy of the Presentation by 1 pm.</td>
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<tr>
<td>Attendance mandatory</td>
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<tr>
<td>Wednesday</td>
<td>B-Plan Presentations</td>
<td></td>
<td>Presenting teams submit an electronic copy of the Presentation by 1 pm.</td>
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<tr>
<td>12/3/14</td>
<td>Attendance mandatory</td>
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<td>➢ Peer evaluations due (via weblink) by 4 pm.</td>
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<tr>
<td>Week 16</td>
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<td>Final exam Per UNT Final schedule</td>
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<tr>
<td>Finals week</td>
<td>Finals Exam (optional): Comprehensive</td>
<td></td>
<td>Final exam Per UNT Final schedule</td>
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</table>

*Instructor reserves the right to revise the schedule as needed*
August, 2014

I have read the syllabus, and understand the policies and the conditions for successfully completing MGMT 3850.002, Fall 2014.

Name: ___________________________________________

Signature: ________________________________________

Date: ______________________