Foundations of Entrepreneurship  
MGMT 3850, Section 5  
Fall 2016, INET

Instructor:  Professor Michele Medina  
Office:  Business Leadership Building 379J  
Email:  Michele.Medina@unt.edu

We will NOT be using messaging on Blackboard. You MUST email me directly at my UNT account. I will contact you via your Eagle Connect/myUNT address. Email is checked regularly Mon-Fri and answered within 24 hours. I will inform you if I will be unable to respond due to travel, illness, etc.

Office hours:  Tuesday 1-3 pm, other times by appointment only. Email me at the above address to schedule an appointment.

COURSE DESCRIPTION

Initiation of new ventures and approaches of 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.

COURSE OBJECTIVES

Upon completion of the course, students should:
1) Understand the basic theory and principles of entrepreneurship and small business management
2) Be able to conduct research related to business planning and start-up issues
3) Be able to recommend effective courses of action for entrepreneurial businesses and solve problems for such businesses
4) Be able to conduct feasibility analysis and prepare a business plan
5) Be able to design and implement a business plan

REQUIRED TEXTBOOK

Title: Essentials of Entrepreneurship and Small Business Management  
Authors: Scarborough, N. M., & Cornwall, J. R.  
Year/Edition/Publisher: 2016, 8th edition, Pearson  
ISBN: 9780133849622  
Available from the University Bookstore for purchase/rental or an electronic version is available through Coursesmart (http://www.coursesmart.com/9780133849622).
TEACHING PLATFORM & METHOD OF INSTRUCTION
This course uses Blackboard Learn (BB) as a learning platform. Check the course Blackboard homepage at least once a day. If you have not used Blackboard before or would like to brush up on it, consider viewing the following videos found at https://en-us.help.blackboard.com//Learn/Reference/Blackboard_Learn_Videos/Student_Videos
The student assumes ALL responsibility for conducting class, taking exams, and uploading assignments within the Blackboard Learning System®.

By the end of the first week, you should know how to read, post, and respond to messages posted on Discussion Boards, submit assignments, take tests, and view the gradebook in BB. Please note that all course assignments will be accepted only through BB. Unfamiliarity with BB may cause delays in your assignments, which is not an acceptable excuse for missing any assignments.

This course will be taught using distance-delivery methods. Although the method provides some freedom and flexibility for students, this course is NOT self-paced. The course has a set schedule and deadlines that must be met. Additionally, it has a standardized process that must be followed, with scheduled times and defined availability windows for taking exams. The course consists of several lessons, each pertaining to a different topic with associated book chapters and additional materials. The instructor will post lecture notes and chapter quizzes in BB.

In this course, students will work extensively with their team members. Teams will be formed early in the semester. Students will be provided the opportunity to select their own team members. Please plan to set aside time to meet your team throughout the semester.

USE OF PERSONAL COMPUTERS & BLACKBOARD LEARNING SYSTEM
The student assumes ALL responsibility for the operating condition of personal computers and the functionality of individual Internet connections. Direct Broadband connections are HIGHLY RECOMMENDED for the quiz and exams. ISP issues will be dealt with on an individual basis and will require documentation. Blackboard utilizes pop-up windows to display content. Please modify pop-up blocker software.

EVENT TIMING
All times stated in this syllabus will conform to the US Central Standard Time (CST) and Texas state daylight savings time adjustments.

PROFESSIONALISM AND PERSONAL RESPONSIBILITY
You are responsible for staying up to date with announcements made through Blackboard. Changes in the syllabus, assignments, etc. are possible and made at my discretion. As the instructor, I reserve the right to curve exam grades if it is deemed appropriate after analysis of the frequency of questions missed. Extra credit opportunities, if any, are given at my discretion. Do not come to me at the end of the semester and ask what you can do for extra credit. Put that effort into the regularly assigned items and you won’t need it. Remember, no late assignments will be accepted.
PERFORMANCE EVALUATION AND GRADING

Your grade in this course will be determined by your performance on one distance learning questionnaire, one syllabus quiz, fourteen chapter quizzes, three exams, two individual written assignments, and one comprehensive team project. **Your grade in this class will be calculated by adding the total points earned (not percentage) during the term.** Points are not rounded at the end of the semester. The point distribution is as follows:

<table>
<thead>
<tr>
<th>Components</th>
<th>Value</th>
<th>Total Points</th>
<th>Final Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Individual Components</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Syllabus Quiz (SQ)</td>
<td>5</td>
<td>810.0 to 900</td>
<td>A</td>
</tr>
<tr>
<td>Distance Learning Questionnaire (DLQ)</td>
<td>5</td>
<td>720.0 to 809.9</td>
<td>B</td>
</tr>
<tr>
<td>Business Concept Assignment</td>
<td>80</td>
<td>630.0 to 719.9</td>
<td>C</td>
</tr>
<tr>
<td>Chapter Quizzes (14 @ 5 points each)</td>
<td>70</td>
<td>540.0 to 629.9</td>
<td>D</td>
</tr>
<tr>
<td>NIH Training</td>
<td>20</td>
<td>539.9 or below</td>
<td>F</td>
</tr>
<tr>
<td>Entrepreneur Interview (2 @ 50 pts each)</td>
<td>100</td>
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<td></td>
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<tr>
<td>Exams (3 @ 100 points each)</td>
<td>300</td>
<td></td>
<td></td>
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<tr>
<td><strong>Total possible points</strong></td>
<td>900</td>
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</tbody>
</table>

**Team Components**

<table>
<thead>
<tr>
<th>Components</th>
<th>Value</th>
<th>Total Points</th>
<th>Final Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Team Formation</td>
<td>5</td>
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<tr>
<td>Team Charter</td>
<td>15</td>
<td></td>
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<tr>
<td>Business Plan Part 1</td>
<td>20</td>
<td></td>
<td></td>
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<tr>
<td>Business Plan Part 2</td>
<td>90</td>
<td></td>
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<tr>
<td>Business Plan Part 3</td>
<td>90</td>
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<tr>
<td>Business Plan Part 4 (Entire Plan)</td>
<td>100</td>
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**INDIVIDUAL GRADED COMPONENTS**

**Syllabus Quiz:** Each student will complete an online syllabus quiz (SQ) by the designed due date on the course schedule. This will familiarize you with how to take an online exam within Blackboard. You **may refer** to the syllabus for this quiz, as its intention is to familiarize you with taking quizzes/exams in Blackboard.

**Distance Learning Questionnaire:** Each student will complete a distance learning questionnaire (DLQ) by the designated due date. This information will be used by the instructor to contact the student directly if needed and by the University for official reporting purposes. Every measure will be taken to safeguard students’ personal information shared in the questionnaire.

**Business Concept Assignment:** This assignment will be used as the initial basis for which you will choose your teammates and generate ideas for the business plan that will be developed later in the semester. From this assignment, the instructor will select 10-11 business ideas to post on the **Idea Exchange** forum on Blackboard. Next to each idea will be the name of the student (coordinator) who came up with the idea, and students will email that coordinator to discuss the possibility of forming a team.
**Chapter Quizzes**: To reinforce the material covered in the chapters, each chapter will have a short quiz administered via Blackboard. Students will be given instructions as to the opening and closing times of each quiz. The time to complete each quiz will be limited to ensure that students have read the chapter prior to taking the quiz. All of the chapter quizzes will open the first day of the semester. The due date for quizzes is outlined in the course schedule. Students may use the textbook and/or notes to complete these quizzes.

**NIH Training**: Each student must complete an online training on conducting research involving human subjects and submit the NIH completion certificate to the instructor. NIH Training must be completed BEFORE interviewing entrepreneurs. The instructor will inform students when they are permitted to begin interviewing in accordance with UNT’s Institutional Review Board.

**Entrepreneur Interview/Report**: AFTER completing the NIH training, and once the instructor has informed the class that they may conduct interviews, each student will interview two entrepreneurs and submit two summary reports. These entrepreneurs may not be from the same company. See the Blackboard folder for specifics on this assignment.

**Exams**: Three exams will be given during the semester to ensure students understand the course-related material and to serve as a measure of their performance in the course. These exams will be administered online via Blackboard. Any material presented in the class (textbook, outlines, assignments, etc.) is testable. All exams will be administered during a pre-determined time window during which the exam must be taken. Exams not taken within this window cannot be made-up unless the student is participating in a university-sponsored activity or a justifiable policy as identified by University Policy (see Make-up Policy).

While exams are administered online, students are encouraged to study for exams just as they would in a face-to-face environment. Exams are timed, so it is in the student’s best interest to know the material very well before beginning the exam. When time runs out, there will be no opportunity to answer additional questions.

Using textbooks, notes, or any other study materials (including other people) on exams is NOT permitted. Make sure to give yourself enough time to take the exam within the time allotment. You will have one shot at the exam regardless of what you see in Blackboard. Each exam will have 50 multiple choice questions and you will have 55 minutes to complete each exam. Exams must be completed in one sitting.

Direct broadband (not wireless) connections are REQUIRED for exams. If you get knocked off an exam or have any technical issues, contact the Help Desk at 940-565-2324, then email ASAP at Michele.Medina@unt.edu. Technical difficulties will be resolved as they appear. The University computer techs can determine exactly what has taken place and will advise me of the outcome (your ISP, our ISP, Blackboard, student unplugged the phone line, etc.). I will make a determination to allow you to continue or not based on that advice, University policy, applicable law, and my past practice.
TEAM GRADED COMPONENTS

**Team Formation:** By the end of the fourth week of the class, you should be able to form a team. Each team consists of a minimum of 5, and a maximum of 8 members. After forming your team, one team member will email the names of all team members to the instructor before the deadline as outlined in the course schedule. Note that once you choose your team members and form a team, you will work with the same team throughout the semester – choose your teammates wisely. Placement of students into a team will only be made by the instructor when absolutely necessary.

**Team Charter:** Each team will create a team charter – a document that clarifies the purpose of the team and specifies the team norms. Submit the *peer evaluation* report along with the team charter.

**Business Plan:** A team project that is required of all students. A business plan is a document in which students outline how they would start a hypothetical business. If you are thinking about starting a business, a creating a business plan is an excellent exercise. Each team should complete and submit their business plan report to the instructor by the due dates outlined in the course schedule. To encourage students to work on the business plan in a timely manner, the report will be submitted in four (4) parts, along with a *peer evaluation* for each part. Teams can create any kind of company that meets the standards of good taste and usefulness; however, teams are not allowed to create franchises.

You are expected to work on this report throughout the semester by collaboratively working with team members. Remember that creating a good business plan takes approximately 250+ hours. You may have to break up the workload among your teammates. Leave time to properly edit the plan and ensure that the final report is well-integrated. Detailed instructions for the business plan are in Blackboard.

If you would like to discuss problems or issues that arise with your team with me, feel free to contact me. Before coming to me, you must make an effort to discuss these issues and try to resolve them among the team (as will be expected of you when working with colleagues outside of class). Serious problems with a team member must involve documentation and a meeting with ALL group members and the instructor. Removal of a member from a team is possible, but rare. **It is the team’s responsibility to inform the underperforming member of your concerns and the possible effects on individual grades, with written proof that the underperforming student was aware of the team’s concerns.** We are all adults, so handle this with the proper care it deserves. Students removed from a team will be required to complete the entire business plan on their own, and not eligible to receive points for the team charter. Other options include dropping or failing the course.

**Peer Evaluation:** Your involvement and interaction in team activities will be evaluated by your peers. It will be based on their assessment of (a) your ability to foster team spirit and display initiative while working on the project, (b) your attendance at scheduled meetings (face-to-face or virtual), and (c) your contributions to the project completion. The evaluation will be conducted
by members of the team after each of the team assignments (team charter and business plan components) is completed (see course schedule for due dates). Each student will rate their peers and send the individual rating to the instructor.

Based on the grade awarded by your peers, you will either receive the full points associated with the team grade on the relevant parts of the team assignment or only a portion of the points. Any team member may request that the instructor arbitrate team ratings. If arbitration is requested, and conducted, the decision of the instructor will be final.

The peer evaluation system aims to give a chance to every team member to assess the contributions of other team members. Such assessment will help the team develop clear norms and expectations regarding appropriate behavior and the work that each member must complete to ensure good performance on team assignments. The evaluation also helps to ensure a fair grading process for each team member. Ideally, team members will behave and contribute equally at the expected levels. If they do not, however, they should not receive the same points as those members who do contribute at appropriate levels. To that end, the percentages assigned to each member will be used for assigning grades in a manner explained in the table below:

<table>
<thead>
<tr>
<th>Participation</th>
<th>Points Awarded</th>
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<tbody>
<tr>
<td>90 – 100%</td>
<td>100% of team grade</td>
</tr>
<tr>
<td>80 – 89.9%</td>
<td>90% of team grade</td>
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<tr>
<td>70 – 79.9%</td>
<td>80% of team grade</td>
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<tr>
<td>60 – 69.9%</td>
<td>70% of team grade</td>
</tr>
<tr>
<td>50 – 59.9%</td>
<td>60% of team grade</td>
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<tr>
<td>40 – 49.9%</td>
<td>50% of team grade</td>
</tr>
<tr>
<td>30 – 39.9%</td>
<td>40% of team grade</td>
</tr>
<tr>
<td>20 – 29.9%</td>
<td>30% of team grade</td>
</tr>
<tr>
<td>10 – 19.9%</td>
<td>20% of team grade</td>
</tr>
<tr>
<td>1 – 10%</td>
<td>10% of team grade</td>
</tr>
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</table>

**SUNDOWN RULE**

Students have one week (7 calendar days) from the date a grade a posted to inquire about a grade on any graded component. The exception to this is Exam 3 and final letter grade, which must be addressed within 24 hours of posting. *The purpose of this policy is to resolve any issues during the course of the semester and not wait until the last week of the semester. Check your grades weekly!*

**MAKE-UP POLICY**

Only individual course components are allowed to be made-up. You may make up an exam only if you are on a school-sponsored activity and I receive written notification from the university, coach, or organization sponsor, prior to the missed exam. Exam make-up requests must be made at least 48 hours prior to the beginning of the exam and comply with University policy. Forward the information to me at Michele.Medina@unt.edu with the subject “MGMT 3850 Exam Conflict,” and include your name and detailed reason for request. The exam must be made-up
within **one week** of the originally scheduled exam – no extensions will be granted. Make-ups for exams missed for justifiable reasons (e.g., hospitalization, death in the family) require documentation submitted to the instructor within **three (3) days** of the missed exam. An exam that is missed and does not fall under a school sponsored activity nor a justifiable reason may be made up by completing a closed-book/closed-note essay-style comprehensive exam at the end of the semester. The exam will be online and answers will be submitted via Turnitin.com.

Other individual assignments (i.e., syllabus quiz, distance learning questionnaire, chapter quizzes, business concept, NIH training, and entrepreneur interviews) are **not available to be made-up as they are all available from the beginning of the semester. NO EXCEPTIONS.** Team course components are not allowed to be made-up as they are part of the team project. Nevertheless, missing a team course component with your team may reflect poorly in your peer evaluation from your teammates.

**PLAGIARISM AND TURNITIN POLICIES**

Course assignments, discussions, projects, etc. will be checked electronically at [www.TurnItIn.com](http://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 and handled in accordance with the UNT Academic Integrity policy (see below).

**UNT ACADEMIC INTEGRITY POLICY**

Academic integrity emanates from a culture that embraces the core values of trust and honesty necessary for full learning to occur. As a student-centered public research university, UNT promotes the integrity of the learning process by establishing and enforcing academic standards. Academic dishonesty breaches the mutual trust necessary in an academic environment and undermines all scholarship. Academic dishonesty includes cheating, plagiarism, forging the signature of the instructor or of another student, fabrication, and/or facilitating or sabotaging the academic dishonesty of other students.

Any suspected occurrence of academic dishonesty will be investigated and handled in accordance with UNT policy and procedures. The following academic penalties may be assessed at the instructor’s discretion upon determination that academic dishonesty has occurred. *Admonitions and educational assignments are not appealable.*

1) **Admonition.** The student may be issued a verbal or written warning.
2) **Assignment of Educational Coursework.** The student may be required to perform additional coursework not required of other students in the specific course.
3) **Partial or no credit for an assignment or assessment.** The instructor may award partial or no credit for the assignment or assessment on which the student engaged in academic dishonesty, to be calculated into the final course grade.
4) **Course Failure.** The instructor may assign a failing grade for the course.

Should the procedure for appeal of a case of academic dishonesty extend beyond the date when the instructor submits course grades for the semester, the student will be assigned a grade that reflects the penalty, which shall be adjusted, as appropriate, at the conclusion of any appeal process.
Specific details and description of UNT’s Policy on Student Standards of Academic Integrity (18.1.16) and students’ right to appeal are available at http://policy.unt.edu/sites/default/files/untpolicy/pdf/7-Student_Affairs-Academic_Integrity.pdf.

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, the case will be referred to the Dean of Students for appropriate disciplinary action. This policy is intended to protect the honest student from unfair competition with unscrupulous individuals who might attempt to gain an advantage through cheating.

UNT COLLEGE OF BUSINESS STUDENT ETHICS STATEMENT
As a student of the UNT College of Business, I will abide by all applicable policies of the University of North Texas, including the Student Standards of Academic Integrity, the Code of Student Conduct and Discipline and the Computer Use Policy. I understand that I am responsible reviewing the policies as provided by link below before participating in this course. I understand that I may be sanctioned for violations of any of these policies in accordance with procedures as defined in each policy.

I will not engage in any acts of academic dishonesty as defined in the Student Standards of Academic Integrity, including but not limited to using another’s thoughts or words without proper attribution (plagiarism) or using works in violation of copyright laws. I agree that all assignments I submit to the instructor and all tests I take shall be performed solely by me, except where my instructor requires participation in a group project in which case I will abide by the specific directives of the instructor regarding group participation.

While engaged in on-line coursework, I will respect the privacy of other students taking online courses and the integrity of the computer systems and other users’ data. I will comply with the copyright protection of licensed computer software. I will not intentionally obstruct, disrupt, or interfere with the teaching and learning that occurs on the website dedicated to this course through computer “hacking” or in any other manner.

I will not use the university information technology system in any manner that violates the UNT nondiscrimination and anti-sexual harassment policies. Further, I will not use the university information technology system to engage in verbal abuse, make threats, intimidate, harass, coerce, stalk or in any other manner which threatens or endangers the health, safety or welfare of any person. Speech protected by the First Amendment of the U.S. Constitution is not a violation of this provision, though fighting words and statements that reasonably threaten or endanger the health and safety of any person are not protected speech.

F-1 VISA HOLDERS
Check the note in Blackboard. Make sure to contact the International Student Office if you have questions, as this issue may have important immigration implications for you.

ADA STATEMENT
The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide
you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time, however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. For additional information see the Office of Disability Accommodation website at http://disability.unt.edu. You may also contact them by phone at (940) 565-4323. If you have an established disability as defined in the Americans with Disabilities Act and would like to request accommodation, please see me as soon as possible. My contact information is displayed on p. 1.

RETENTION OF STUDENT RECORDS
Student records pertaining to this course are maintained in a secure location by the instructor of record. All records such as exams, answer sheets (with keys), and written papers submitted during the duration of the course are kept for at least one calendar year after course completion. Course work completed via the Blackboard online system, including grading information and comments, is also stored in a safe electronic environment for one year. You have a right to view your individual record; however, information about your records will not be divulged to other individuals without the proper written consent. You are encouraged to review the Public Information Policy and F.E.R.P.A. (Family Educational Rights and Privacy Act) laws and the university’s policy in accordance with those mandates at the following link: http://essc.unt.edu/registrar/ferpa.html

STUDENT CONDUCT
The Code of Student Conduct can be found at http://conduct.unt.edu/. Any student behavior that interferes with an instructor’s ability to conduct class or other students’ opportunity to learn is unacceptable and will not be tolerated in any instructional setting at UNT. This includes traditional face-to-face classes, online or blended classes, labs, discussion groups or boards, field trips, and verbal and/or written (including email) communication with the instructor and/or other students. Examples of unacceptable behavior include, but are not limited to, disrespectful treatment of other students (written or verbal), disrupting lecture, and use of inappropriate or profane language or gestures in class or other instructional settings.

A student engaging in unacceptable behavior may be directed to leave the classroom or other instructional setting and may also be referred to the Dean of Students to consider whether his/her conduct violates UNT’s Student Code of Conduct.

EMERGENCY ALERTS & SEVERE CONDITIONS
The University of North Texas has an emergency Notification System, Eagle Connect Alert, which has the capability of calling or text messaging emergency notices. As a student, you may also register with Eagle Connect Alert to receive notification of any warnings or campus closings that are announced. Instructions for enrollment can be found at my.unt.edu. The university's radio station, KNTU 88.1 FM and website http://www.unt.edu, will provide updated information during an emergency situation.

Weather conditions are declared by UNT authorities. We will continue to operate through normal Internet connections. Course timing and due dates adjustments will be made as needed. I will contact you via telephone, Blackboard, or myUNT email platforms. If you miss an assignment or exam, please refer to the make-up policy.
ATTENDANCE AND ASSIGNMENTS POLICY
Students are required to log into the online class to check UNT email and class announcements, check grades, and complete assignments at least twice a week. We will take online exams on specific days and times outlined in the course schedule.

All of you are at the age where life happens and may require time away from class. University policy states the conditions and remedies for school and personal related absences. These include, but are not limited to school sanctioned activities, illness, civic duty, military service, caregiver leave, and religious observances (to include funerals). In order to treat everyone equally under the law (Federal and State), some form of official documentation is required as to why-when-where. This is not intended to be an invasion of privacy, but will allow me to accommodate you during this unusual period of time. Please inform me of the situation and discuss documentation at Michele.Medina@unt.edu.

COURSE EVALUATIONS
This semester, the Department of Management will encourage you to complete the University’s Evaluation (SPOT). The link will be posted on Blackboard and you should receive a separate email from the University regarding their evaluation. This evaluation is used to evaluate faculty performance and provide guidance on what can be improved (also tell what you like!). It is very important to me as you are the reason I’m here. I truly value your feedback and greatly appreciate your taking the time to complete the evaluations which will be administered towards the end of the semester.

DROPPING THE COURSE
If you decide it is necessary to drop the course, please adhere to the Academic Calendar on the Registrar’s website: http://www.unt.edu/catalog/. Please note that Monday, November 7 by 5pm is the last day for a student to drop a course with consent of the instructor. Also, I do not assign WF’s in this course. If you decide to drop by the deadline, you will receive a W.

To drop the course, please contact your advisor or the Department of Management Office at 940-565-3140. Be prepared to provide them with the course information (MGMT 3850.005), your full name, and student ID number. The Department of Management is located in the Business Leadership Building – BLB 207.

NOTES
The instructor reserves the right to amend the syllabus as necessary due to unforeseen circumstances. In the event the syllabus is amended, students will be appropriately notified.

Continued enrollment in this course constitutes student’s acceptance of the policies in this syllabus.
# TENTATIVE COURSE SCHEDULE FOR ENTREPRENEURSHIP

<table>
<thead>
<tr>
<th>Date</th>
<th>Topics</th>
<th>Assignments</th>
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<tbody>
<tr>
<td><strong>Week 1</strong></td>
<td></td>
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<tr>
<td>Aug 29</td>
<td>Chapter 1: The Foundations of Entrepreneurship</td>
<td>1. Read Chapter 1&lt;br&gt;2. Chapter 1 Quiz (due Tues, Sept 6 by 11pm)&lt;br&gt;3. Syllabus Quiz (due Fri, Sept 9 by 11pm)&lt;br&gt;4. Distance Learning Questionnaire (due Fri, Sept 9 by 11pm)&lt;br&gt;5. Work on NIH certification&lt;br&gt;6. Start working on Business Concept assignment</td>
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<tr>
<td><strong>Week 2</strong></td>
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<tr>
<td>Sept 5</td>
<td>Chapter 2: Ethics and Social Responsibility: Doing the Right Thing&lt;br&gt;Chapter 3: Inside the Entrepreneurial Mind: From Ideas to Reality</td>
<td>University closed for Labor Day (Mon, Sept 5)&lt;br&gt;1. Read Chapters 2 &amp; 3&lt;br&gt;2. Chapter 2 &amp; 3 Quizzes (due Sun, Sept 11 by 11pm)&lt;br&gt;3. Submit NIH certificate (due Fri, Sept 9 by 11pm)&lt;br&gt;4. Continue working on Business Concept assignment</td>
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<tr>
<td><strong>Week 3</strong></td>
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<tr>
<td>Sept 12</td>
<td>Chapter 4: Conducting a Feasibility Analysis and Designing a Business Model</td>
<td>1. Read Chapter 4&lt;br&gt;2. Chapter 4 Quiz (due Sun, Sept 18 by 11pm)&lt;br&gt;3. Submit Business Concept Assignment (due Sun, Sept 18 by 11pm)&lt;br&gt;4. Visit Idea Exchange on BB to start forming teams</td>
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<tr>
<td><strong>Week 4</strong></td>
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<tr>
<td>Sept 19</td>
<td>Chapter 5: Crafting a Business Plan and Building a Solid Strategic Plan</td>
<td>1. Read Chapter 5&lt;br&gt;2. Chapter 5 Quiz (due Sun, Sept 25 by 11pm)&lt;br&gt;3. Submit Team Formation (due Sun, Sept 25 by 11pm)&lt;br&gt;4. Work on Team Charter&lt;br&gt;5. Work on BP Part 1</td>
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<tr>
<td><strong>Week 5</strong></td>
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<td>Sept 26</td>
<td><strong>Exam 1 (Chs. 1, 2, 3, 4, &amp; 5)</strong></td>
<td>1. Exam 1 – Opens at 8am on Mon, Sept 26 and closes at 5pm on Tues, Sept 27&lt;br&gt;2. Submit Team Charter &amp; Peer Evals (due Sun, Oct 2 by 11pm)&lt;br&gt;3. Work on BP Part 1</td>
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| Week 6          | Oct 3 | Chapter 8: Building a Powerful Bootstrap Marketing Plan | 1. Read Chapter 8  
2. Chapter 8 Quiz (due Sun, Oct 9 by 11pm)  
3. Submit **BP Part 1** & Peer Evals (due Sun, Oct 9 by 11pm) |
|----------------|-------|---------------------------------------------------------|------------------------------------------------------------------|
| Week 7         | Oct 10| Chapter 10: Pricing and Credit Strategies              | 1. Read Chapter 10  
2. Chapter 10 Quiz (due Sun, Oct 16 by 11pm)  
3. Work on Entrepreneur Interview Report 1  
4. Work on BP Part 2 |
| Week 8         | Oct 17| Chapter 11: Creating a Successful Financial Plan       | 1. Read Chapter 11  
2. Chapter 11 Quiz (due Sun, Oct 23 by 11pm)  
3. Submit **BP Part 2** & Peer Evals (due Sun, Oct 23 by 11pm) |
| Week 9         | Oct 24| Chapter 12: Managing Cash Flow                        | 1. Read Chapter 12  
2. Chapter 12 Quiz (due Sun, Oct 30 by 11pm)  
3. Submit Entrepreneur Interview Report 1 (due Sun, Oct 30 by 11pm)  
4. Work on BP Part 3 |
| Week 10        | Oct 31| Chapter 13: Sources of Financing: Equity and Debt      | 1. Read Chapter 13  
2. Chapter 13 Quiz (due Sun, Nov 6 by 11pm)  
3. Work on BP Part 3  |
|                |       | **Daylight Savings Time – Sunday, Nov 6 (fall back 1 hour)** | | |
| Week 11        | Nov 7 | **Exam 2** (Chs. 8, 10, 11, 12, & 13)                | 1. Exam 2 - opens at 8am on Mon, Nov 7 and closes at 5pm on Tues, Nov 8  
2. Submit **BP Part 3** & Peer Evals (due Sun, Nov 13 by 11pm)  
3. Work on Entrepreneurship Interview 2 |
| Week 12        | Nov 14| Chapter 6: Forms of Business Ownership and Buying an Existing Business  
Chapter 7: Franchising and the Entrepreneur | 1. Read Chapters 6 & 7  
2. Chapters 6 & 7 Quizzes (due Sun, Nov 20 by 11pm)  
3. Work on Entrepreneurship Interview 2  
4. Work on BP Part 4 |
<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic</th>
<th>Instructions</th>
</tr>
</thead>
<tbody>
<tr>
<td>13</td>
<td>Nov 21</td>
<td>Chapter 14: Choosing the Right Location and Layout</td>
<td><em>University closed for Thanksgiving – Thurs 11/24 – 11/27</em></td>
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<td>1. Read Chapter 14</td>
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<td>2. Chapter 14 Quiz (due Mon, Nov. 28 by 11pm)</td>
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<td>3. Work on BP Part 4</td>
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<td>14</td>
<td>Nov 28</td>
<td>Chapter 16: Building a New Venture Team and Planning for the Next Generation</td>
<td>1. Read Chapter 16</td>
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<td>2. Chapter 16 Quiz (due Sun, Dec 4 by 11pm)</td>
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<td></td>
<td>3. Submit Entrepreneur Interview Report 2 (due Sun, Dec 4 by 11pm)</td>
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<td>4. Continue working on BP Part 4</td>
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<td>15</td>
<td>Dec 5</td>
<td>Study week</td>
<td>1. Completed Business Plan (BP Part 4) &amp; Peer Evals (due by Wed, Dec 7 by 11pm)</td>
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<td>2. Study for Exam 3</td>
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<td>16</td>
<td>Dec 12</td>
<td><strong>Exam 3 (Chs. 6, 7, 14, &amp; 16)</strong></td>
<td><strong>Exam 3</strong>&lt;br&gt;Opens at 8am on Monday, Dec 12 and closes at 5pm on Tuesday, Dec 13</td>
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</tbody>
</table>

**Instructor retains the right to amend the course schedule as needed**

Notes:
- BP = business plan
- Evals = evaluations
- Daylight Savings Time: Sunday, Nov. 6 (fall back 1 hour)
- Last day to drop Monday, Nov. 7 by 5pm
- Individual graded assignments are in purple, while the team graded components are in yellow.