THE UNIVERSITY OF NORTH TEXAS
COLLEGE OF BUSINESS ADMINISTRATION

MGMT 4220:001 – Advanced Entrepreneurship (Tue. 6.30 - 9.20 pm, BLB 255)

Course Outline – Spring 2017 (Jan 17- May 12)

Professor: Dr. Manjula Salimath, Ph.D.
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Phone: 940-565-4937
E-mail: Manjula.Salimath [at] unt.edu
Office Hours: By Appointment Tuesdays 3pm -6 pm ; Wednesdays 10.30am-1.30pm
Class Website: https://learn.unt.edu/

INTRODUCTION:

This capstone course provides students with hands-on opportunities to apply business concepts related to entrepreneurship. There will be a focus on experiential learning in this course. In addition to the delivery of content via lectures, you will be engaging in a variety of “hands on” activities that will provide experiential components that are related to real world decisions and problems faced by entrepreneurs. Class room discussions will equip you with the necessary theoretical frameworks to make sense of and appreciate the unique challenges in sustaining and managing an entrepreneurial venture in a variety of contexts. The course focuses on the application and integration of entrepreneurship principles to ensure success of entrepreneurial undertaking. Emphasis is placed on contextual influences during various stages of development and their implications, and on comprehensive analysis and evaluation of businesses from an entrepreneurial perspective. You will be exposed to a range of different entrepreneurial businesses such as high technology, family owned, franchised, and global businesses, and topics such as capital funding, growth and expansion. Starting a new venture does not guarantee continued survival and growth – at the end of this course you should gain an effective understanding of key factors affecting sustained viability of entrepreneurial firms.

Course Objectives
Understand stages of new venture creation
Make decisions related to opportunity evaluation
Understand the problems and challenges in entrepreneurship
Multi task and handle operational details of a new business
Recognize trade-offs and implications of entrepreneurial actions
Understand factors affecting the sustained viability of entrepreneurial firms.

Prerequisites:
This course has the following six prerequisites: MGMT 3330, 3720, 3850, MKTG 3650, FINA 3770 and MSCI 3710. Consent of department is required for any exceptions.
Course Materials:


**Required Software:** *GoVenture Entrepreneur Simulation CD*. Mediaspark

Other readings, cases, and articles as assigned. Relevant research information, databases, tutorials, available via UNT libraries. Course website is located on Blackboard Learn – which you **must** check periodically for updates and course information.

**Acceptable Student Behavior:** Student behavior that interferes with an instructor’s ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum 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 classroom, labs, discussion groups, or field trips. The Code of Student Conduct can be found at [www.unt.edu/csrr](http://www.unt.edu/csrr).

**Andragogy**

The course will be taught using a combination of readings, cases, discussions, exercises, videos, guest speakers (subject to availability), and experiential components via live and/or simulated entrepreneurial businesses.

My goal is to **facilitate** and enhance your active (not passive) learning experience. To benefit from this approach, you will have to read and understand the assigned material **before** coming to class. In class you should be **proactive** in discussion and participate in interactive activities such as scholarly debates to generate a powerful learning environment for yourselves and others. Often I will push you to think beyond the obvious and challenge your core assumptions. This should not be construed as a criticism, but rather a technique employed to expand your entrepreneurial horizons and stimulate creative and innovative thinking.

Remember, the entrepreneurial choice you make to pursue these learning opportunities as well as your choice to put in required vs. maximum effort will ultimately determine the individual benefits you derive from this course. Recognize that it is difficult to recoup from lost time and opportunity, so make wise decisions. A series of activities are provided throughout the semester that covers **distinct** areas of entrepreneurial experience. Quality work over extended range of time and activities is what contributes to entrepreneurial persistence, passion and enduring success. The ideal student will perform consistently well in **all** components of the course and is most likely to succeed in entrepreneurial activities as well as obtain desirable grades in this course.

**Sundown Rule:** You have one week after grades are posted for grade inquiries.
**Other Guidelines:**

In class, you are considered to be a responsible current or potential entrepreneur. Consequently, much like the true entrepreneur, you should have an open and receptive approach to the course.

Be proactive in your learning. If you do not understand, ask.

Share and discuss your experiences with entrepreneurs or entrepreneurial ventures.

Be respectful of others - turn off cell phones, do not enter the class late or leave early.

Do not plagiarize or copy – this is an automatic fail and other consequences will follow.

If you have ODA approved special needs for accommodation, please let me know asap.

If you are missing a class due to University excused absences, let me know in advance.

**Late assignments are not accepted, and no makeup tests are given. Be on time to take tests.**

All assignments are to be typed. No handwritten assignments will be accepted.

If you have not prepared for class with the required reading, let me know in advance so I will not put you on the spot with my questions. Note that this will be a one-time exception and if repeated, will affect your grade. Check Blackboard Learn for announcements and updates.

If you are absent on a test day due to university approved absences, please provide the instructor with a certificate of absence from the Dean of Students.

Be a good team player and work effectively with your group on projects.

**Use of electronic devices of any kind is not allowed in class without instructor permission.**

Disruptive behavior online or in class is not allowed, and is subject to severe penalty.

Professional and courteous behavior is expected at all times, and in all forms of interaction. The student code of conduct is in effect at all times. A failure to observe these expectations may result in disciplinary action as per University guidelines.

If you need extra help, please do not wait until the last minute to seek help. Make sure you seek assistance well in advance (minimum of a week earlier, more for complex tasks).

**Participation:** Please keep a log of your participation (signed by me each class) that is to be turned in at the end of the semester. Note that mere “airtime” or asking about exams, or assignments are not considered. The quality of participation is important (e.g., adding to intellectual stimulation and elevating the level of discussion to create meaningful learning
experiences in the classroom environment). Occasionally, I may consider some of the class activities as well. I will consider your log (if valid), but points will be based on my judgment and instructor decision is final.

If you engage in academic dishonesty (plagiarism or cheating) 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 may 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. See http://vpaa.unt.edu/academic-integrity.htm for more details. Turnitin may be used as needed.

The Student Perceptions of Teaching (SPOT) is required for all organized classes at UNT. This short survey will be available to you at the end of the semester. I consider your participation in the SPOT to be an integral part of the course. Students may access the SPOT at https://Eagle Connect.edu and selecting the SPOT banner.

Extra Credit: There are two extra credit assignments that are available to students. These extra credit assignments must be turned in by the beginning of class on Tuesday, Feb 28. If you wish to do them, please observe all guidelines.

PERFORMANCE EVALUATION AND GRADING:

Your grade in this course will be determined by your performance on individual reports, papers and assignments, two content tests, a final project, and your participation in class activities. Details will be provided in class. No curves are added. If you continue in this class it means you understand my grading policy. As explained in Prof. Wiesenfeld’s article (posted on BB), do not disrespect yourself by asking for your grades to be changed.

The distribution of points and letter grades is as follows:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
<th>Letter Grade Equivalent</th>
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<tbody>
<tr>
<td>Assignments</td>
<td>80</td>
<td>900 to 1000</td>
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<tr>
<td>Live Case Interview</td>
<td>100</td>
<td>800 to 899.9</td>
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<tr>
<td>Simulation Report</td>
<td>150</td>
<td>700 to 799.9</td>
</tr>
<tr>
<td>Insights Paper</td>
<td>100</td>
<td>600 to 699.9</td>
</tr>
<tr>
<td>Tests 2@150</td>
<td>300</td>
<td>599.9 or below</td>
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<tr>
<td>Final Project</td>
<td>250</td>
<td></td>
</tr>
<tr>
<td>Participation</td>
<td>20</td>
<td></td>
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<tr>
<td>Max points available</td>
<td>1000</td>
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</tbody>
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Extra credit: 5x2=10 points max

Library Information for Spring 2017

All of the College of Business textbook reserves are now at Eagle Commons Library (located in the old ISB). Students can enter the Eagle Commons Library through the main entrance of Sycamore Hall on the first floor of the building (on the side facing the Life Sciences Complex). Check UNT libraries website for hours & updates or call (940-565-2411)
<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic</th>
<th>Reading/Assignment</th>
</tr>
</thead>
</table>
| 1    | Jan 17 | Overview
Entrepreneurship & Small Business          | Chapter 1                                        |
| 2    | 24     | Ethics & Strategies
New Venture Creation                          | Chapters 2, 3                                    |
| 3    | 31     | Choosing Legal Forms
Context: Franchising                          | Due Jan 31:
Bug Report 1: Opportunity Identification
Chapters 7, 4                                    |
| 4    | Feb 7  | Context: Family Business
Context: High Technology Ventures               | Due Feb 7:
Bug Report 2: Paths & Forms
Chapters 5, 6                                    |
| 5    | 14     | Context: Global, Sustainability
Distribution & Pricing                           | Chapter 11, 12                                  |
| 6    | 21     | Test 1
Marketing for Growth                            | Test 1 on Feb 21 over Chapters 1-7, 11
Chapter 13                                       |
| 7    | 28     | Product Design & Location
Managing Operations                                | Due Feb 28:
Bug Report 3: Price & market niche; Extra credit assignments
Chapters 14, 15                                   |
<p>| 8    | Mar 7  | Case Preparation                                 | Interviews scheduled                             |</p>
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<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic</th>
<th>Reading/Assignment</th>
</tr>
</thead>
<tbody>
<tr>
<td>9</td>
<td>14</td>
<td>Spring Break</td>
<td>UNT closed</td>
</tr>
<tr>
<td>10</td>
<td>21</td>
<td>Cash Planning</td>
<td>Chapter 16, 17, 18</td>
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<tr>
<td></td>
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<td>Financial Analysis</td>
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<td></td>
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<td>Growth Financing</td>
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<tr>
<td>11</td>
<td>28</td>
<td>Managing Risk</td>
<td><em>Due Mar 28: Bug Report 4: Feasibility</em></td>
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<tr>
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<td>Harvest &amp; Failure</td>
<td>Chapters 19, 20</td>
</tr>
<tr>
<td>12</td>
<td>Apr 4</td>
<td><strong>Test 2</strong></td>
<td>Test 2 on Apr 4 over <em>Chapters 12-20</em></td>
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<td></td>
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<td>Case prep</td>
<td></td>
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<tr>
<td>13</td>
<td>11</td>
<td>Individual Presentations (mini)</td>
<td><em>Due Apr 11: Entrepreneur Cases</em></td>
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<tr>
<td>14</td>
<td>18</td>
<td>Work on Final Project</td>
<td><em>Due Apr 18: Simulation Report</em></td>
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<tr>
<td>15</td>
<td>25</td>
<td>Integrative analysis</td>
<td><em>Due Apr 25: Insights Paper</em></td>
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<td>TBA: Guest lecture</td>
<td><em>(Entrepreneurial components)</em></td>
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<tr>
<td>16</td>
<td>May 2</td>
<td>Final Project Presentations (Team)</td>
<td><em>Due May 2: Written Reports, copy of presentation, Peer Evals, &amp; signed Participation Log</em></td>
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<tr>
<td>9</td>
<td></td>
<td>Finals Week</td>
<td><em>TBA</em></td>
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*Note: While every attempt will be made to follow the schedule, some changes may occur. Adjustments may be necessary to accommodate guest visitors, contingencies, or weather closures. It’s your responsibility to be aware of any changes to the schedule. Details on various assignments will be available to enrolled students during the semester.

The office of Disability and Accommodation (ODA, 565-4323) will administer exams to disabled students who request it during the first week of class. Refer: [http://disability.unt.edu/](http://disability.unt.edu/) for guidelines and procedures. Any typos, please let me know!