

Texas A&M University – Texarkana

MGT. 446.001 - Entrepreneurship

Course Syllabus

Effective Date: Fall, 2015: Aug. 24 – Dec. 9

Instructor: Richard Herrera, Ph.D.
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Office Hrs: Tues: 11:00am-1:00pm
Thurs: 4:00pm-6:00pm
Other times by appointment

Class Location: Thurs, 7:00pm-9:45pm: UC-216

Semester Credit Hours: 3 SCH;

Course Delivery Method: Face-to-Face Class.

Course Description:

An examination of the characteristics of a successful entrepreneur as a person who has the need to build and create something new. Emphasis is on the application on entrepreneurship to small businesses, new ventures and established businesses and franchises.

Required Textbook/Resources: Barringer & Ireland, Entrepreneurship: Successfully Launching New Ventures, Process, 4th Edition, 2012. Pearson Prentice-Hall. ISBN – 9780132555524.

Course Requirements And Methodology:

MGT 446.41E: Entrepreneurship is a course being offered in a traditional face-to-face format. The Blackboard Learning System will be used to deliver all resources needed for students to successfully complete this course. This includes the course syllabus, a gradebook section that manages assignments and grades, and a discussion section that allows for communication between the student and professor throughout the course. Student PowerPoint slides, covering each of the chapters, will also be available on Blackboard under Course Content.

Students can access My Blackboard from A&M-Texarkana's homepage and choosing Current Students and then Blackboard. From the webcourses page click on the graphic that says My Blackboard. Also, the web address (or URL) for the A&M-Texarkana web server is at <http://bb1ap.tamut.edu/>. That will take you to MyBlackboard where you will log in. To login you will need a UserID and a Password. Your UserID is the first 4 letters of your last name and the last 4 of your Campus Wide ID. Example: jams5634. [If your last name is smaller than 4 characters then enter your whole last name] Your Password is your Campus Wide ID with no dashes or spaces. Example: 34523456.

Additional resources are available to assist students and include a distance learning overview, student FAQs, the A&M-Texarkana online system that takes you directly to Library and Student Services, technology and distance education services, and a student guide to blackboard.

Student Learning Outcomes:

Upon successful completion of this course, the student will be able to:

1. Analyze the scope of business formation from conception through service or product development.
2. Distinguish between the internal controllable and external uncontrollable forces that affect businesses.
3. Have an understanding of examining and determining beneficial financing options.
4. Identify the characteristics of business entities, including intellectual property, legal, and regulatory environments.
5. Remember the various written and verbal skills required for an entrepreneur.
6. Recognize the function of building the team, including principals, management, and advisors.
7. Apply the common methods of developing relationships.
8. Understand what it means to acquire an existing business versus starting a new business.

Learning Goals: In support of the College of Business' AACSB Accreditation effort.

Undergraduate courses:

At the completion of your degree our BBA graduates should be proficient in the following areas:

Learning Goal 1: Our graduates will be competent in the broad business disciplines that underlie the BBA degree.

Learning Goal 2: Critical Thinking/Problem Solving: Upon completion of their degree program, students will be able to demonstrate critical thinking, including the ability to explain issue; find, analyze, and select appropriate evidence; and construct a cogent argument that articulates conclusions and their consequences.

Learning Goal 3: Communication and decision making under ethical dilemma: Upon completion of their degree program, students will be able to express ideas clearly and coherently orally, in writing, and electronically to a diverse range of audiences and interact with others in large and small group settings.

Learning Goal 4: Global Environment: Upon completion of their degree program, students will be able to analyze the impact of multiple factors on the interconnectedness of diverse peoples in the global environment.

Graduate courses:

At the completion of your degree TAMU-T graduate students should be proficient in several areas. You can access these goals at: www.tamut.edu/cob.

Methods of Evaluation:

Each student's performance will be evaluated as follows:

Assignment	Percent of Grade
Exam #1 (Chapters 1- 4)	25 %
Exam #2 (Chapters 6- 9)	25 %
Exam #3 (Chapters 11-14)	25 %
Business Plan Project	25 %

Examinations: Exams will be taken through blackboard and will be posted under the Course Content link. Each exam will consist of 50 multiple choice questions, each worth 2 points. You will have approximately 90 minutes to complete the exam. The exams will be available for you to take online from 12:30am to midnight on the exam dates listed on the course schedule. The timer is computer generated and will automatically turn on when you begin the exam and automatically shut off after one hour and thirty minutes, so you will need to time yourself accordingly. If time permits, you will have the opportunity to go back to check or change your answers if you wish.

Please Note: There are no make-up assignments for missed exams. A grade of zero will be assigned for an exam not taken on the day and time scheduled. Any extenuating circumstances must be discussed with me prior to the exam dates.

Business Plan Project: Each student will be required to complete a Summary Business Plan (worth 25% of your grade) on a fictitious company of your choosing. It should follow the basic Business Plan Outline in Table 4.2 (p.121) in the textbook, and must be between 10-15 pages in length. The company you choose will determine what research will be required. More details will be covered in class regarding the project. **All Projects are due on or before Nov. 5th. They may be submitted earlier if you wish, but no later than the Nov. 5th deadline.**

Grading Scale:

- A >= 90-100
- B >= 80-89
- C >= 70-79
- D >= 60-69
- F < 60

Complete Course Schedule:

Date	Topic	Assignment
Aug. 27	Overview of Course/Syllabus; Introductions Introduction to Entrepreneurship	Barringer Chap. 1
Sept. 3	Recognizing Opportunities and Generating Ideas	Chap. 2
Sept. 10	Feasibility Analysis	Chap. 3
Sept. 17	Writing a Business Plan	Chap. 4
Sept. 24	Exam 1 (Chap's 1-4)	
Oct. 1	Developing an Effective Business Model	Chap. 6
Oct. 8	Preparing the Proper Ethical and Legal Foundation	Chap. 7
Oct. 15	Assessing a New Venture's Financial Strength and Viability	Chap. 8
Oct. 22	Building a New Venture Team	Chap. 9
Oct. 29	Exam 2 (Chap's 6-9)	
Nov. 5	Unique Marketing Issues Business Plan Projects Due	Chap. 11

Nov. 12	The Importance of Intellectual Property	Chap. 12
Nov. 19	Preparing for and Evaluating the Challenges of Growth	Chap. 13
Nov. 26-27	Thanksgiving Holiday	
Dec. 3	Strategies For Firm Growth	Chap. 14
Dec. 10	Exam 3 (Chap's 11- 14)	

Sept. 7: Labor Day; No Classes
 Nov. 26-27: Thanksgiving Holiday; University Closed
 Dec. 10: Last Class Day
 Dec. 7-9: Final Exam Week
 Dec. 10: Final Grades Due for Graduating Students
 Dec. 12: December 2015 Commencement
 Dec. 14: Final Grades Due for all Students

Class Participation:

- a. **Participation Policy:** Due to the nature of this course, students are expected to read the assigned chapters by the dates listed on the course schedule and be prepared for each of the four exams. You may work ahead of schedule, but do not allow yourself to get behind.
- b. **Course Etiquette:** Students are expected to conduct themselves professionally and respectfully at all times when interacting with other class members or with the instructor. Any subject matter or conduct considered to be unacceptable or inappropriate will not be tolerated.
- c. **Use of electronic devices:** The use of electronic devices of any type are not allowed in the classroom during class. Phones must be set to vibrate and if you receive an emergency call, please feel free to leave the room and answer.

Disability Accommodations:

Students with disabilities may request reasonable accommodations through the A&M-Texarkana Disability Services Office by calling 903-223-3062

Academic Integrity:

Academic honesty is expected of students enrolled in this course. Cheating on examinations, unauthorized collaboration, falsification of research data, plagiarism and undocumented use of materials from any source constitute academic dishonesty, and may be grounds for a grade of "F" in the course and/or disciplinary actions. For additional information see the university catalog. Examples of plagiarism can be found at <http://www.turnitin.com>

A&M-Texarkana Email Address:

"Upon application to Texas A&M University-Texarkana, an individual will be assigned an A&M-Texarkana email account. This email account will be used to deliver official university correspondence. Each individual is responsible for information sent and received via the university email account and is expected to check the official A&M-Texarkana email account on a frequent and consistent basis. Faculty and students are required to utilize the university email account when communicating about

coursework.” **The Blackboard system will also be used in this class, so you will need to periodically check both emails to keep up to date.**

University Drop Policy:

To drop this course after the census date (see [semester calendar](#)), a student must complete the Drop/Withdrawal Request Form, located on the University website <http://tamut.edu/Student-Support/Registrar/Dropping.html> or obtained in the Registrar’s Office. The student must submit the signed and completed form to the instructor of each course indicated on the form to be dropped for his/her signature. The signature is not an “approval” to drop, but rather confirmation that the student has discussed the drop/withdrawal with the faculty member. The form must be submitted to the Registrar’s office for processing in person, email Registrar@tamut.edu, mail (7101 University Ave., Texarkana, TX 75503) or fax (903-223-3140). Drop/withdraw forms missing any of the required information will not be accepted by the Registrar’s Office for processing. It is the student’s responsibility to ensure that the form is completed properly before submission. If a student stops participating in class (attending and submitting assignments) but does not complete and submit the drop/withdrawal form, a final grade based on work completed as outlined in the syllabus will be assigned.

Revised Administrative Drop Policy: Effective 7/8/14

Beginning with the first class day of the semester, faculty should report to the Registrar’s Office via the preliminary class roster and/or email communication, by a date established by the Registrar’s Office, any student who is not attending their class or who has not logged into Blackboard for an online class.

Faculty members shall automatically initiate an administrative drop for any student who has not been in attendance (face to face class) or has not reported in (web or web enhanced class) by the due date of the preliminary class roster as established by the Registrar’s Office. The Registrar’s Office will notify students by certified mail and/or email that the instructor has initiated the drop process and will instruct them to contact the instructor immediately. If the instructor does not rescind the request in writing within seven (7) days of documentable receipt of the notification, the Registrar’s Office will drop the student from the class. Faculty who fail to submit an administrative drop by the established deadline, should record the grade earned by the student at the end of the semester. Faculty submitting a grade of F for a student will be required to enter the last date of attendance during the grading cycle. Subsequent to the census date final roster, all drops during the semester must be student initiated.

For web courses:

Class Participation: Students are responsible for beginning their participation on the FIRST CLASS DAY by logging on and completing assignments according to the COURSE CALENDAR. Failure to submit online assignments between the first day of classes and the “university census date” (according to the university schedule) will result in an ADMINISTRATIVE DROP from the course. Students who have federal loans and grants must be aware that participation is monitored in online courses. In the event a student withdraws from a course the student will be required to refund all federal funds prorated from the last date of participation. A student’s last access to Blackboard would not suffice as participation. The required weekly activity could include a comment to a blog, a discussion board posting, a journal entry, a quiz or exam, a submitted assignment, or other measurable and tracked activity.

For web and web enhanced courses:

Student Technical Assistance:

- Solutions to common problems and FAQ's for your web-enhanced and online courses are found at this link: <http://www.tamut.edu/webcourses/index.php?pageid=37>
- If you cannot find your resolution there, you can send in a support request detailing your specific problem here: <http://www.tamut.edu/webcourses/gethelp2.php>
- Blackboard Helpdesk contacts:

Office hours are: Monday - Friday, 8:00a to 5:00p

Julia Allen (main contact) 903-223-3154 julia.allen@tamut.edu

Frank Miller (alternate) 903-223-3156 frank.miller@tamut.edu

Nikki Thomson (alternate) 903-223-3083 nikki.thomson@tamut.edu

Technical Requirements: Minimum Windows Requirements:

- Pentium IV 1.5GHz+ (preferred: Core Duo)
- 1 GB RAM minimum (preferred: 2 GB)
- 128MB Video Card minimum -- Sound Card is required for some courses
- 56K modem minimum (Cable or DSL required for some courses)
- Windows 2000, XP, Vista or 7
- Web browser (Internet Explorer 7.0+; Firefox 3.0+)
- Microsoft Word, minimum Office 97

Some courses will need plug-ins such as Flash player 10 +, QuickTime player

7.0+, Adobe Reader 9.0+, Java Runtime Environment (Java 1.6.0_15), Windows Media Player 10+, RealPlayer, and Macromedia/Adobe Shockwave.

Some online courses may also require a CD ROM (8x minimum, higher recommended)

Blackboard has certified the following browsers for computers running

Windows Operating Systems:

- Internet Explorer 8 or 9 (IE is not supported on Windows XP)
- Mozilla Firefox 3.6+
- Google Chrome

Minimum Apple Macintosh Requirements:

- Intel Core 2.0GHz+
- 1 GB RAM (preferred: 2 GB)
- 128MB Video Card minimum -- Sound Card is required for some courses
- 56K modem minimum (Cable or DSL required for some courses)
- Web browser (Firefox 3.0+ ; Safari 3.0+)
- Microsoft Word, minimum Office 97

Some courses will need plug-ins such as Flash player 10+, QuickTime player

7.0+, Adobe Reader 9.0+, Java Runtime Environment, RealPlayer, and Macromedia/Adobe Shockwave.

Some online courses may also require a CD ROM (8x minimum, higher recommended)

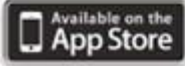
Blackboard has certified the following browsers for computers running

Macintosh Operating Systems:

- Mac OS 10.2 (Jaguar): (Safari 1 is compatible)
- Mac OS 10.3 (Panther): Safari 1.2 (Firefox 1.5 is compatible)
- Mac OS 10.4 (Tiger): Safari 2 and Firefox 1.5
- Mac OS 10.5 (Leopard): (Firefox 2.0 is compatible)

I--OS and Android Devices

These devices are currently supported using the Blackboard Mobile App, available for free from your App Store or scan the code below:



Available on the
Android Marketplace

To access Texas A&M University -- Texarkana, there is an individual license fee of \$1.99 per year or \$5.99 lifetime. This fee gives you access to the university from all your (same platform) devices; it is not necessary to pay the fee for each device you own.