



**COLLEGE OF BUSINESS**  
**Course Syllabus**  
**MGT 446.01E**  
**ENTREPRENEURSHIP**  
**Spring Semester 2019**

**PROFESSOR:** Larry Davis, Ph.D.  
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**OFFICE HOURS:** Tuesday: 9:00 -9:30 am  
Wednesday: 9:00 -11:30 am  
Outside of in-office hours, I will reply to emails within a reasonable time during the normal work week.

**COURSE TIMES:** January 22-May 15, 2019

**PREREQUISITES:** None specified.

**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 of entrepreneurship to small businesses, new ventures, and established businesses and franchises.

**COURSE DELIVERY METHOD:** Web Enhanced

**REQUIRED TEXTBOOK:**

Entrepreneurship: Successfully Launching New Ventures, 4<sup>th</sup> edition, 202.  
Pearson Publishing.

ISBN: 13: 978-0-13-255552-4

**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. Examine and determine financing options.

4. Identify the characteristics of business entities, including intellectual property, legal, and regulatory environments.
5. Demonstrate writing and verbal skills required of an entrepreneur.
6. Recognize the function of building a 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.

### **COURSE REQUIREMENTS AND METHODOLOGY:**

MGT 446 Entrepreneurship is a course being offered in a nontraditional format using a combination of in-class meetings and web-based online technology. You should access “Blackboard” for a display of course support materials, and course communication. Student/professor communications including submission of papers, paper evaluations, and feedback will be transmitted through “Blackboard”.

The course site contains support materials including the course syllabus that includes the student learning outcomes, PowerPoint presentations, assignments, and chapter quizzes.

**Chapter Readings and Quizzes:** There are twelve chapters in the text to be read and twelve corresponding quizzes to be completed. Each chapter quiz will be offered online in a one take, 20-question multiple-choice format via Blackboard. Time allowance for each quiz is 30 minutes.

- All chapter quizzes will be available beginning January 22 but with individual completion deadlines as posted on the Class Schedule/Calendar below.
- Once a quiz has started, students are allowed 40 minutes to complete the quiz.
- Refer to the Syllabus to view the quiz deadlines.
- Once submitted, quiz scores are provided, but for security reasons, quiz reviews are not allowed.
- Quizzes that are not taken prior to their respective close dates will be graded as a zero (0).
- Procrastination can be costly. Students that take quizzes near deadlines risk receiving a zero (0) score as last-minute computer problems, internet connectivity, or personal issues are not acceptable excuses for deadline extensions.

**Project Team Formation & Registration:** Each student will participate in a self-determined four-member project team assigned to develop a comprehensive business plan for either an existing or proposed organization. It is the responsibility of students to form and join a team.

1. Review the class roster or post a message requesting interest from others in being a team member with you.
2. **After team membership has been determined**, one member of each team should go to the **Groups** icon in Blackboard, select the first available group number, and be the first to join that group. Advise the other team members of the selected group number; then, other team members should navigate to that group number and record their names no later than February 7.
3. Teams with more or less than four members must be approved by the professor.

Use care in selecting your team members. To be successful, teams must stay focused on working together to interface, research, and analyze organizational content to develop a strategic plan. Team member disharmony can make for a long semester. Inactive, non-contributing, hostile, or disruptive team members may be dropped with a failing grade at the professor's discretion.

The draft and final business plans must be submitted into the designated dropboxes that are accessible in the Blackboard assignments section of the course. They will not be accepted through other avenues of submission. The papers will be evaluated according to depth of content, writing style, appearance, and the use of correct spelling, proper grammar and proper source documentation. After evaluation by the professor, each student will receive a numerical grade. Papers submitted after the deadline will not be accepted without penalty.

By Tuesday February, each team must submit to the professor for approval the name of the organization or prospective organization that will be the subject for the business plan.

In addition, all team members will need to participate in preparing a presentation of the completed business plan in class.

All submitted documents should be double-spaced and exhibit quality writing and conform to the generally accepted professional report writing standards. Formal business writing style with citations, where appropriate, must be followed. Plagiarism will not be tolerated and could result in a failing grade for the course. The written report should:

- be grammatically correct and free of spelling errors,
- be meaningfully organized, content-rich, and factually, supported by references or organizational sources,
- not be written as a conversation, reflect scenarios, or using clichés.

After evaluation of the written plan, scores will be posted on Blackboard and

graded papers will be returned through Blackboard. Scores for the class presentation will also be posted on Blackboard.

## COURSE OUTLINE/CLASS SCHEDULE

(Subject to Revision)

**Yellow Highlights Indicate Class Meeting Dates**

<b>Week 1: 1/22-25</b>	Thoroughly read the course syllabus. <b>1/22: Class Meeting: Course Orientation</b>
<b>Week 2: 1/28-2/01</b>	<b>Chapter 1: Introduction to Entrepreneurship. (Quiz Deadline: 1/31)</b>
<b>Week 3: 2/04-08</b>	<b>Chapter 2: Recognizing Opportunities and Generating Ideas. (Quiz Deadline: 2/07)</b>
<b>Week 4: 2/11-15</b>	<b>2/12: Class Meeting</b> <b>Chapter 3: Feasibility Analysis. (Quiz Deadline: 2/14)</b>
<b>Week 5: 2/18-22</b>	<b>Chapter 4: Writing a Business Plan. (Quiz Deadline: 2/21)</b>
<b>Week 6: 2/25-3/1</b>	<b>Chapter 5: Industry and Competitor Analysis. (Quiz Deadline: 2/28)</b>
<b>Week 7: 3/04-08</b>	<b>Chapter 6: Developing an Effective Business Model. (Quiz Deadline: 3/07)</b>
<b>Week 8: 3/11-15</b>	<b>3/12: Class Meeting</b> <b>Chapter 7: Preparing the Proper Ethical and Legal Environment. (Quiz Deadline: 3/14)</b>
<b>3/18-22</b>	<b>Spring Break</b>
<b>Week 9: 3/25-29</b>	<b>Chapter 8: Assessing a New Venture's Financial Strength and Viability. (Quiz Deadline: 3/28)</b> <b>Draft of business plan due for professor review, 3/27 midnight..</b>
<b>Week 10: 4/01-05</b>	<b>Chapter 9: Building a New Venture Team. (Quiz Deadline: 4/04)</b>
<b>Week 11: 4/08-12</b>	<b>4/09: Class Meeting</b> <b>Chapter 10: Getting Financing and Funding. (Quiz Deadline: 4/11)</b>
<b>Week 12: 4/15-19</b>	<b>Chapter 11: Unique Marketing Issues. (Quiz Deadline: 4/18)</b> <b>Final Business Plans (reports) due, 4/17 midnight.</b>
<b>Week 13: 4/22-26</b>	<b>4/23: Class meeting: Business Plan reports to class.</b> <b>Chapter 12: The Importance of Intellectual Property. (Quiz Deadline: 4/25)</b>
<b>Week 14: 4/29-5/03</b>	<b>Chapter 15: Franchising. (No quiz for this chapter.)</b>
<b>Week 15: 5/06-10</b>	
<b>5/15</b>	<b>Last day of semester</b>

## METHODS OF EVALUATION:

1. Twelve 20-point chapter quizzes. Each quiz will consist of 20 multiple-choice questions (1 point value of each question) and will be taken on-line in Blackboard. Time limit of each quiz will be 30 minutes. Total available points: 240
2. Group prepared business plan: 100 points

3. Group presentation of business plan to class: 40 points
4. Class Participation: 20 Points

**GRADING SCALE:** Total Points Available: 400  
A= 90-100% (a total score of at least 360 points)  
B= 80-89% (a total score of 320-359 points)  
C= 70-79% (a total score of 280-319 points)  
D= 60-69% (a total score of 240-279 points)  
F= 0-59% (a total score of less than 240 points)

**LIBRARY/MEDIA RESOURCES:** None Specified

**STUDENT PARTICIPATION:** Students are responsible for beginning their participation on the **FIRST CLASS DAY** beginning with class attendance. As a web-enhanced course student participation is through a combination of in-class and online course activities. Student participation through both of these avenues is required for successful completion of the course. Students should log-on to the course regularly for access to course requirements and class communications to have a timely progression through the course. Please contact the professor with any problems with online activities.

**COURSE ETIQUETTE:** In this course students must conduct professional and respectful dialogue with other students and the professor. Students should show due deference to professors in all matters relating to order and good conduct. E-mail communication to the professor should be conducted in a professional manner and not as if you are sending a text message to your friends. Please review <http://www.albion.com/netiquette/corerules.html> from the book, Netiquette , by Virginia Shea.

**DISCUSSION BOARD STANDARDS:** The discussion board is available for student discussions as you see fit.

**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.

**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.

**DROP POLICY:** To drop this course after the census date, a student must complete a [Drop/Withdrawal Request Form](#), located on the University Registrar's webpage 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](mailto: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.

#### **STUDENTS WITH FEDERAL LOANS AND/OR GRANTS:**

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.

#### ***Student Technical Assistance:***

Solutions to common problems and FAQ's for your web-enhanced and online courses are found on the [Online Student Training](#) page on our website.

If you cannot find your resolution there, you can submit a support request by contacting the IT Service Desk:

Email: [isite@tamut.edu](mailto:isite@tamut.edu)

Phone: 903-334-6603

Submit a [Support Request](#)

Additional student help for Blackboard can be found here:

[Blackboard Help for Students](#)

## **TECHNICAL REQUIREMENTS:**

The following are the minimum computer requirements for online learning:

A computer capable of handling streaming video. A mid-range multi-core CPU should be adequate.

A sound card.

A high speed internet connection preferably directly connected to the computer via a hard-wired Ethernet connection rather than wirelessly connected.

Virus and adware protection software.

Microsoft Word, minimum version 2007 or above.

[Mozilla Firefox](#) browser available free.

The most recent versions of Java, Flash, QuickTime, Adobe Reader, and Shockwave. You can check this in the Firefox browser by visiting:

[Firefox Plugin Check Tool](#)

Please note: some instructors may require the use of a headset with microphone and/or a webcam. If so, the cost of these items is not included in your course fees and will need to be acquired at your own expense.

### **Blackboard Mobile for iOS and Android Devices**

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



The Blackboard Mobile App provides limited access to courses, including the ability to read and contribute to discussions, check grades and announcements, access content, read and comment on blogs, reflect in journals, link to your personal Dropbox, and receive push notifications when courses are updated. Limited course features may also be available via your mobile device's browser; however, your mobile device does not replace your personal computer and should not be used as a substitute for one. High stakes assignments, tests, etc. should be completed on your personal computer, and not on your mobile device.