

**University of North Texas Dallas  
Summer 2012  
SYLLABUS**

**MGMT 3850D-090 Entrepreneurship 3 Hrs**

<b>Division of Urban and Professional Studies</b>		<b>Department of Management</b>	
<b>Instructor Name:</b>	Sharon Fjordbak		
<b>Office Location:</b>			
<b>Office Phone:</b>			
<b>Email Address:</b>	<a href="mailto:sharon.fjordbak@unt.edu">sharon.fjordbak@unt.edu</a>		
<b>Office Hours:</b>	By appointment		
<b>Virtual Office Hours:</b>			
<b>Classroom Location:</b>	DAL2 213		
<b>Class Meeting Days &amp; Times:</b>		Tuesday and Thursday 10:00 AM – 1:50PM	
<b>Course Catalog Description:</b> This course introduces students to the process of creating a new entrepreneurial venture and provides the knowledge needed to launch a business that has the greatest chance for success. This practical “hands on” approach to studying entrepreneurship emphasizes the importance of creating a business plan for ideas that pass a feasibility analysis.			
<b>Prerequisites:</b>	n/a		
<b>Required Text:</b> Scarborough, N.M. <b>Essentials of Entrepreneurship and Small Business Management, 6<sup>th</sup> Edition.</b> Prentice Hall. ISBN–13: 978-0-13-610959-4, ISBN-10: 0-13-610959-4			

**Course Goals or Overview:**

The goals of this course are to introduce students to the challenges of entrepreneurship, the competitive way to build a business plan, including complete analysis of the marketing and financial considerations, and the methods for pursuing source funding as the entrepreneur puts the business plan to work.

**Learning Objectives/Outcomes:** At the end of this course, the student will be able to

1	Recognize the entrepreneurial profile and evaluate his or her potential as an entrepreneur; understand the benefits and drawbacks of entrepreneurship; realize the important role small businesses play in our nation's economy; and determine how an entrepreneur can avoid becoming another failure statistic.
2	Understand the differences among creativity, innovation and entrepreneurship; recognize how the two hemispheres of the human brain function and what role they play in creativity; determine how entrepreneurs can enhance the creativity of their employees as well as their own creativity; improve the creative process; and protect intellectual property through patents, trademarks, and copyrights; understand the importance of preparing a financial plan; prepare the basic financial statements and use them to manage a small business; understand the fundamental principles involved in managing the "big three" of cash management: accounts receivable, accounts payable, and inventory.
3	Recognize the importance of strategic management to a small business; create a competitive advantage in the market; develop a strategic plan for a business, using the nine steps in the strategic planning process; discuss the characteristics of three basic strategies: low-cost, differentiation, and focus, and know when to employ them; understand the differences between equity capital and debt capital.
4	Discuss the steps involved in subjecting a business idea to a feasibility analysis; create the elements of a solid business plan; and develop the keys to making an effective business plan presentation; understand the advantages and disadvantages of the three major forms of ownership: the sole proprietorship, the partnership, and the corporation; discuss the advantages and disadvantages of the S corporation, the limited liability company, the professional corporation, and the joint venture; and discuss the relationships among pricing, image, competition, and value.

## Course Outline

This schedule is subject to change by the Instructor. Any changes to this schedule will be communicated by class announcements or delivery of written changes from the Instructor.

Assignments: Read and be prepared to discuss the following chapters of the text, Essentials of Entrepreneurship and Small Business Management, and participate in all graded group projects, as the student prepares for and completes the exams on the specified dates:

TOPICS	TIMELINE
<p>1. <b>Chapter 1:</b> <i>The Foundations of Entrepreneurship</i></p> <p><b>Chapter 2:</b> <i>Inside the Entrepreneurial Mind: From Ideas to Reality</i></p> <p><b>Assignment:</b> Class Brainstorming for Sparkling Ideas and Business Plan Proposals</p>	July 10
<p>2. <b>Chapter 3:</b> <i>Designing a Competitive Business Model and Building a Solid Strategic Plan</i></p> <p><b>Chapter 4:</b> <i>Conducting a Feasibility Analysis and Crafting a Winning Business Plan</i></p> <p><b>Due:</b> Sparkling Ideas and Business Plan Proposals</p> <p>Presentation and Discussion</p>	July 12
<p>3. <b>Chapter 8:</b> <i>Building a Powerful Market Plan</i></p> <p><b>Chapter 10:</b> <i>Pricing Strategies</i></p> <p><b>Assignment:</b> Class Brainstorming for Most Effective Marketing Plan</p> <p><b>Exam One Review</b></p>	July 17

4. <b>Exam One</b> – Chapters 1, 2, 3, 4, 8 and 10	July 19
5. <b>Due:</b> Marketing Plan (including business mission, product description, markets and competition analysis)  Presentation and Discussion  <b>Chapter 5:</b> <i>Forms of Business Ownership</i>	July 24
6. <b>Chapter 14:</b> <i>Choosing the Right Location and Layout</i>  <b>Chapter 16:</b> <i>Building a New Venture Team and Planning for the Next Generation</i>  <b>Assignment:</b> Class Brainstorming for Operation Plan	July 26
7. <b>Due:</b> Operation Plan (including human resources strategy, operations and business strategy)  Presentation and Discussion  <b>Chapter 11:</b> <i>Creating a Successful Financial Plan</i>	July 31
8. <b>Chapter 12:</b> <i>Managing Cash Flow</i>  <b>Chapter 13:</b> <i>Sources of Financing: Debt and Equity</i>  <b>Assignment:</b> Class Brainstorming for Financial Plan and Final Business Plan	August 2
9. <b>Due:</b> Financial Plans and Final Business Plans  Presentation and Discussion  <b>Final Exam Review</b>	August 7

10. <b>Final Exam</b> – Chapters 5, 11, 12, 13, 14, and 16	August 9
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### Course Evaluation Methods

This course will utilize the following instruments to determine student grades and proficiency of the learning outcomes for the course.

**Exams** - *written tests of multiple-choice, true-false, and essay questions designed to measure knowledge of presented course material.*

**Group Projects** – *creation and presentation of key elements of a business plan and presentation of final business plan.*

### Grading Matrix:

Instrument	Value (percentages)	Total
Exam One	25%	25%
Business Plan Proposal, Marketing Plan and Operations Plan (33-1/3 points for each plan)	25%	25%
Financial Plan and Final Business Plan (50 points for each plan)	25%	25%
Final Exam	25%	25%
<b>Total</b>		<b>100%</b>

### Grade Determination:

A = 400 – 360 pts; i.e. 90% or better

B = 320 – 359 pts; i.e. 80 – 89 %

C = 280 – 319 pts; i.e. 70 – 79 %

D = 240 – 279 pts; i.e. 60 – 69 %

F = 239 pts or below; i.e. less than 60%

## **University Policies and Procedures**

**Students with Disabilities (ADA Compliance):** *The University of North Texas is on record as being committed to both the spirit and letter of federal equal opportunity legislation; reference Public Law 92-112 – The Rehabilitation Act of 1973 as amended. With the passage of new federal legislation entitled Americans with Disabilities Act (ADA), pursuant to section 504 of the Rehabilitation Act, there is renewed focus on providing this population with the same opportunities enjoyed by all citizens.*

*As a faculty member, I am required by law to provide “reasonable accommodations” to students with disabilities, so as not to discriminate on the basis of that disability. Student responsibility primarily rests with informing faculty of their need for accommodation and in providing authorized documentation through designated administrative channels.*

*The Department of Finance, Insurance, Real Estate and Law is committed to full academic access for all qualified students, including those with disabilities. In keeping with this commitment and in order to facilitate equality of educational access, faculty members in the department will make reasonable accommodations for qualified students with a disability, such as appropriate adjustments to the classroom environment and the teaching, testing, or learning methodologies when doing so does not fundamentally alter the course.*

*If you have a disability, it is your responsibility to obtain verifying information from the Office of Student Life and to inform me of your need for an accommodation. Grades assigned before an accommodation is provided will not be changed. Information about how to obtain academic accommodations can be found in UNTD Policy 7.004, [Disability Accommodations for Students](#).*

### **Student Evaluation of Teaching Effectiveness Policy:**

*The Student Evaluation of Teaching Effectiveness (SETE) is a requirement for all organized classes at UNT. This short survey will be made available to you at the end of the semester, providing you a chance to comment on how this class is taught. I am very interested in the feedback I get from students, as I work to continually improve my teaching. I consider the SETE to be an important part of your participation in this class.*

**Exam Policy:** *Exams should be taken as scheduled. No makeup examinations will be allowed except for documented emergencies (See Student Handbook). Each exam will contain multiple-choice, true-false and essay questions, and will cover preceding material from both reading assignments and class discussions. Exams will each be worth 100 points. You’re encouraged to take class notes,*

*however, open laptop computers or cellphones will not be used during class (except for exam reviews), without the instructor's permission, to prevent an environment of disruption or distraction. You will not be permitted to take any exams if you arrive in class more than 30 minutes after the scheduled starting time for the exam, or if any student has completed the exam and left the classroom.*

### **Access to Learning Resources:**

(1) UNT Dallas Library:

Phone: (972) 780-3625

Web: <http://www.unt.edu/unt-dallas/library.htm>

(2) Dallas Bookstore:

Phone: (972) 780-3652

E-mail: [1012mgr@fheg.follett.com](mailto:1012mgr@fheg.follett.com)

### **Academic Integrity:**

*Academic integrity is a hallmark of higher education. You are expected to abide by the University's code of conduct and Academic Dishonesty policy. Any person suspected of academic dishonesty (i.e., cheating or plagiarism) will be handled in accordance with the University's policies and procedures. Refer to the Student Code of Integrity. In addition, all academic work submitted for this class, including exams, papers, and written assignments should include the following statement:*

**On my honor, I have not given, nor received, nor witnessed any unauthorized assistance that violates the UNTD Academic Integrity Policy.**

### **Classroom Behavior:**

*As mature adults, we're expected to be respectful of our peers and the Instructor during class. An open and informal class atmosphere will be maintained, and as such, there are specific behaviors that are unacceptable and will not be permitted in the classroom. To avoid being removed from the class, please refrain from the following behavior:*

- 1. Responding to pagers or cell phones. All electronic devices are to be turned off during class.*
- 2. Engaging in extended private conversations about subjects other than those being discussed in class.*
- 3. Working on assignments or reading materials for other classes.*
- 4. Entering the classroom late or in a noisy manner to the distraction of the other students.*

5. *Speaking out in the class in a repetitive manner without being recognized by the Instructor.*
6. *Leaving the classroom without prior arrangements with the Instructor, except in the case of illness.*
7. *Using vulgar, offensive language or actions that detract from a learning environment.*
8. *Engaging in conduct of personal grooming.*

**Bad Weather Policy:**

*On those days that present severe weather and driving conditions, a decision may be made to close the campus. In case of inclement weather, call UNT Campus main voicemail number or search postings on the campus website [www.unt.edu](http://www.unt.edu). Students are encouraged to update their Eagle Alert contact information, so they will receive this information automatically.*

**Attendance and Participation Policy:**

*The University attendance policy is in effect for this course. Class attendance and participation is expected because the class is designed as a shared learning experience and because essential information not in the textbook will be discussed in class. The dynamic and intensive nature of this course makes it impossible for students to make-up or to receive credit for missed classes. Attendance and participation in all class meetings is essential to the integration of course material and your ability to demonstrate proficiency. Students are responsible to notify the instructor if they are missing class and for what reason. Students are also responsible to make up any work covered in class. It's recommended that each student coordinate with a student colleague to obtain a copy of the class notes, if they are absent.*

**Seating Chart:**

*A seating chart will be prepared to assist the Instructor in recognizing you during class discussions. Notice will be given for completing the seating chart. When the seating chart is passed out, please sign your name in the seat where you're sitting that day. The Seating Chart will be used to return graded exams, to take roll and make notes of early departures.*

**Diversity/Tolerance Policy:**

*Students are encouraged to contribute their perspectives and insights to class discussions. However, offensive & inappropriate language (swearing) and remarks offensive to others of particular nationalities, ethnic groups, sexual preferences, religious groups, genders, or other ascribed statuses will not be tolerated. Disruptions which violate the Code of Student Conduct will be referred to the*



*Center for Student Rights and Responsibilities as the Instructor deems appropriate.*

**Note:** *Your Instructor may change any information in this syllabus, when necessary, with adequate notice given to the student.*