

University of North Texas at Dallas
Spring 2015
SYLLABUS

MGMT 3850D.090, ENTREPRENEURSHIP, 3 CREDIT HOURS			
Department of	Management	Division of	Urban and Professional Studies
Instructor Name:	Juan Carlos Flores		
Office Location:	Founders Hall room 308		
Office Phone:	972.338.1802		
Email Address:	Juan.Flores@untdallas.edu		
Office Hours:	Tuesday 5:00 PM – 6:50 PM,		
Virtual Office Hours:	n/a (Note: Please use Juan.Flores@untdallas.edu respond to emails within 24 - 36 hrs. Make sure to specify in the subject line the course number for which you are enrolled (i.e., MGMT3850)		
Classroom Location:	Founders Hall 308		
Class Meeting Days & Times:	Tuesday 7:00pm -9:50pm <i>NOTE:</i> This course follows a blended instructional approach that includes a combination of face-to-face class sessions, online activities, and team activities.		
Course Catalog Description:	MGMT 3850: Initiation of new ventures and approaches to 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. (UNT Undergraduate catalog).		
Prerequisites:	n/a		
Co-requisites:	n/a		
Required Text:	Required text : Bruce R Barringer, R Duane Ireland <i>Entrepreneurship, Succesfully launching new ventures 4th edition.</i> Prentice Hall. ISBN – 13: 978-0-13-255552-4, ISBN-10: 0-13-255552-2		
Recommended Text and References:	Various related articles will be assigned.		
Access to Learning Resources:	UNT Dallas Library: phone: (972) 780-3625; web: http://www.unt.edu/unt-dallas/library.htm UNT Dallas Bookstore: phone: (972) 780-3652; e-mail: 1012mgr@fhcg.follett.com		

Course Goals or Overview:	
	The goal of this course is to introduce the students to entrepreneurship, small business management techniques and provide a foundation for forming a new business and creating a business plan.
Learning Objectives/Outcomes: At the end of this course, the student will	
1	Understand the basic theory and principles of entrepreneurship and small business management
2	Demonstrate the ability to be able to conduct entrepreneurship and small business research
3	Be able to increase and enhance student creativity and innovation
4	Be able to define and recommend effective courses of action for entrepreneurial businesses and solve problems for such businesses
5	Be able design a competitive business model
6	Be able to identify needs and conduct a marketing plan, feasibility analysis, operational plan, financial plan and prepare a complete business plan
7	Be able to identify forms of business ownership
8	Make meaningful suggestions to established businesses
9	Be able to identify global aspects of Entrepreneurship

Course Outline

This schedule is **subject to change by the instructor**. Any changes to this schedule will be communicated by the instructor in class and/or through Blackboard.

Aug-Dec

Jan 20	<p>Introduction to course and requirements Teams</p> <p>Chapter 1: <i>Introduction to Entrepreneurship</i></p> <p>Chapter 2: <i>Recognizing opportunities and generating ideas</i></p> <p>Teams: Organize for teams</p> <p>Assignment: Cool idea proposal</p>	<p>Introduction</p> <p>Chapter 1 & 2</p>
Jan 27	<p>Chapter 3: <i>Feasibility Analysis</i></p> <p>Chapter 4: <i>Writing a Business Plan</i></p> <p>Teams: Cool idea proposal presentation.</p>	<p>Chapter 3 & 4</p>

Feb 3	<p>Teams: Cool Idea assignment due Cool Ideas presentation & discussion (AllTeams)</p>	ALL Teams
Feb10	1st Exam Chapters 1-4	Test
Feb 17	Business Plan proposal guidelines for mar 3	
Feb 24	<p>Teams: Business proposal discussion</p> <p>Chapter 5: <i>Industry and Competitor Analysis</i></p> <p>Chapter 6: <i>Developing a an effective Business Model</i></p> <p>Chapter 11: <i>Unique Marketing Issues</i></p> <p>Marketing plan Assignment: Guidelines will be provided for class on mar3.</p> <p>Everyone: Work time for Marketing plan</p>	Chapter 5, 6 & 11
Mar 3	<p>Teams: Marketing plan assignment due. (<i>Business mission, product description, markets & competition analysis</i>)</p> <p>Marketing Plans presentation & discussion (AllTeams)</p>	ALL Teams
Mar 10	<p>Chapter 7: <i>Preparing the proper ethical and legal foundation</i></p> <p>Chapter 9: <i>Building a new venture team</i></p> <p>Operations plan Assignment: Guidelines will be provided for class mar 31</p> <p>(Note: Please read chapter 12, we will not cover this in class)</p>	Chapter 7, 9 & 12
Mar 24	2nd Exam Chapters 5, 6, 7, 9 & 11	Test
Mar 31	<p>Teams: Operations plan due <i>Human resources strategy, operations & business strategy</i></p>	ALL Students

	<i>Presentation & discussion</i>	
April 7	<p style="text-align: center;">Chapter 8: <i>Assessing a new ventures financial strength and viability</i></p> <p style="text-align: center;">Chapter 10: <i>Getting financing and funding</i></p> <p style="text-align: center;"><u>Financial plan assignment:</u> Guidelines will be provided for class April 21</p>	Chapter 8 & 10
April 14	<u>Everyone: Work time for Financial plan</u>	Q/A session
April 21	<u>Financial plan assignment due (presentation):</u> Financial plan	ALL Students
April 28	Final Presentations Final Business plan due Presentation & discussion	
May 5	Final Presentations Final Business plan due Presentation & discussion	ALL Teams
May 12	Final Test: All Chapters & cases	Final Test

Course Evaluation Methods

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

Grading Matrix:

Instrument	Value (points or percentages)	Total
Cool Idea (<i>Paper & presentation</i>)	20 points	20
Tests	2 tests 15 points each	30
Final Business Plan (Paper and Presentation)	20	20
Attendance	10	10
Final Exam	20	20
Total:		100

Grade Determination:

A = 90 – 100 pts;

B = 80 – 89

C = 70 – 79

D = 60 – 69

F = less than 60

Cool Product Idea Assignment

Please review attached document

Exams

Examinations will consist of a three tests and a final. All will be administered in class during scheduled class time. Each exam will consist of multiple choice and essay/discussion questions. Make-up exams will be given to students who provide an authorized absence from the Dean of Students or who otherwise provide acceptable proof of absence.

Final Paper

Teams will complete final business plan (paper). During the semester, I will provide guides for 3 different sections: Marketing plan, Operations plan and Financial plan. Feedback will be provided after presenting those sections and a final paper will be due during final presentations date. The text of your final paper has **no minimum number of pages, but has to cover all sections, double-spaced.**

Videos and creative work are highly recommended. There is no right or wrong related to a presentation. The papers will be graded on the marketability of the business idea, innovation and creative presentation.

The following is a suggested format for your paper:

I. Cover page (Format provided)

Include class name, professor, Company name and your team name (including full names of all members)

II. Executive summary

A 1-2 page summary of 3 sections: Marketing, operations and financial should be included here.

III. Body

Prepare a binded business plan including all sections described in class..

IV. References

Papers should be double-spaced and typed with 1" margins (top, bottom, right, and left). Type size should not be larger than 12 pt. Papers will be submitted by the due date Be sure to

proofread your paper carefully. Grammar, punctuation and spelling errors will adversely affect your grade, please request help at writing center if needed.

University Policies and Procedures

Students with Disabilities (ADA Compliance):

The University of North Texas Dallas faculty is committed to complying with the Americans with Disabilities Act (ADA). Students' with documented disabilities are responsible for informing faculty of their needs for reasonable accommodations and providing written authorized documentation. Grades assigned before an accommodation is provided will not be changed as accommodations are not retroactive. For more information, you may visit the Student Life Office, Suite 200, Building 2 or call Laura Smith at 972-780-3632.

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.

Assignment Policy:

- I. All materials presented in class are considered testable material.
- II. Assignments are due at the beginning of class and can't be turned in without attendance.
- III. Class comments and suggestion are welcomed.
- IV. Is imperative to cover all class material before every class.
- V. Students presenting material need to bring copies for class or email professor in advance to distribute an electronic copy of material.
- VI. **Group Evaluations.** Each team member must evaluate all members of his/her group **including themselves.** Two set of evaluations will be done. These evaluations will be used to adjust the group grade to reflect your individual contribution. **Late submissions will not be accepted. If you do not submit evaluations or submit an incomplete set of evaluations you will be penalized 20% of your grade.**

Exam Policy:

Exams should be taken as scheduled. No makeup examinations will be allowed except for documented emergencies (See Student Handbook).

Academic Integrity:

Academic integrity is a hallmark of higher education. You are expected to abide by the University's code of Academic Integrity 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 Academic Integrity at http://www.unt.edu/unt-dallas/policies/Chapter%2007%20Student%20Affairs,%20Education,%20and%20Funding/7.002%20Code%20of%20Academic_Integrity.pdf for complete provisions of this code.

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 Dallas Campus main voice mail number (972) 780-3600 or search postings on the campus website www.unt.edu/dallas. 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 is recommended that each student coordinate with a student colleague to obtain a copy of the class notes, if they are absent.

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.

Additional Policies:

- WebCT/Blackboard will be used for the class
- Use of Cell Phones is **prohibited**.
- Food & Drink in the Classroom **is not allowed** for this class
- Use of Laptops is allowed.
- Grade of Incomplete, "I" under especial circumstances only. Cases will be reviewed on an individual basis.