

University of North Texas at Dallas
Spring 2017
SYLLABUS for Distance Learning

Department of		Management	Division of		School of Business
Instructor Name:		Dr Isaura Flores			
Office Location:		DAL 2 Office # 234			
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Office Hours:		Wednesdays 2:00 - 5:00 Other by appointment			
Classroom Location:		Online			
Class Meeting Days & Times:		Online			
Course Catalog Description:		MGMT 5300: Creation of new business enterprises and the expansion of current enterprises through the venture. Topics include assessment of entrepreneurial characteristics, the entrepreneurial team, generation and screening of venture ideas, market analysis and technical analysis. (UNT catalog).			
Prerequisites:		N/A			
Required Text:		Robert D Hisrich, Michael P Peters, Dean A Sheperd <i>Entrepreneurship, 9th edition.</i> Mc Graw Hill. ISBN – 13: 978-007-8029196, Required Video series: Shark Tank Season 7			
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@fheg.follett.com			
Course Goals or Overview: The goals of this course are as follows -					
The main 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, students will be able to:					
1	Understand the basic theory and principles of entrepreneurship and small business management				
2	Describe how entrepreneurs make creative mental leaps				
3	Be able to define sustainable entrepreneurship				
4	Understand the concept of corporate entrepreneurship, entrepreneurial culture and how corporations learn from failure				
5	Describe the entrepreneurial strategy, new entry, first-mover advantages and risk associated with newness.				
6	Be able to increase and enhance student creativity and innovation				
7	Describe domestic and international opportunities				
8	To identify and distinguish intellectual property assets of a new venture				
9	Be able to describe elements necessary to prepare a competitive business plan				
10	Be able to prepare a Marketing Plan				

11	Be able to prepare an Operations Plan
12	Be able to prepare an Financial Plan
13	Describe sources of Capital for a new venture
14	Be able to prepare and present a complete business plan

Online/Hybrid Course Outline

This schedule is subject to change by the instructor. Any changes to this schedule will be communicated in class or via class email or Blackboard announcement. Additional readings and activities may be added, these will be noted in the Readings and Activities/Assignments sections.

Mar 20-24	<p style="text-align: center;">Chapter 1: <i>Entrepreneurship and the Entrepreneurial mind set</i></p> <p style="text-align: center;">Chapter 4: <i>Creativity and the business idea</i></p> <p>Shark Tank (Season 7 : Week 1 & 2). Prepare a 1-2 page paper (Opinions and comments about ideas presented)</p>	<p>Introduction</p> <p>Chapter 1 & 4</p>
Mar 27-31	<p style="text-align: center;">Chapter 7: <i>The Business Plan: Creating and Starting the venture</i></p> <p>Shark Tank (Season 7 : Week 5 & 6). Prepare a 1-2 page paper (Opinions and comments about ideas presented)</p>	<p>Chapter 7</p>
Mar 27-31	<p style="text-align: center;">Assignment due: Cool Idea assignment due Cool Ideas paper, PPT slides and video 5-10 min presentation</p>	<p>Individual</p>
Mar 27-31	<p style="text-align: center;">Business Plan proposal due (1 page final business plan idea – Please email it to me)</p>	<p>Proposal</p>
Apr 3- 7	<p style="text-align: center;">Chapter 8: <i>The Marketing plan</i></p> <p style="text-align: center;">Chapter 2: <i>Entrepreneurial Intentions and Corporate entrepreneurship</i></p> <p style="text-align: center;">Chapter 3: <i>Entrepreneurial Strategy: Generating and Exploiting New Entries</i></p>	<p>Chapter 8, 2 & 3</p>
Apr 3- 7	<p>Assignment due: Marketing plan assignment due. (<i>Business mission, product description, markets & competition analysis</i>)</p>	<p>ALL Students</p>
Apr 10- 14	<p style="text-align: center;">Chapter 6: <i>Intellectual Property and other legal issues</i></p> <p style="text-align: center;">Chapter 9:</p>	<p>Chapter 5, 6 & 9</p>

	<p style="text-align: center;"><i>The Organizational Plan</i> Chapter 5: <i>Identifying and analyzing Domestic and International opportunities</i></p> <p>Shark Tank (Season 7 : Week 10 & 11). Prepare a 1-2 page paper (Opinions and comments about ideas presented)</p>	
Apr 17- 21	Assignment: <i>Operations plan due</i>	ALL Students
Apr 24-28	<p style="text-align: center;">Chapter 10: <i>The financial plan</i> Chapter 11: <i>Sources of capital</i> Chapter 12: <i>Informal Risk Capital, Venture Capital and Going Public</i></p> <p>Shark Tank (Season 7 : Week 12 & 13). Prepare a 1-2 page paper (Opinions and comments about ideas presented)</p>	Chapter 10, 11 & 12
May 1 - 5	Financial plan assignment due (Paper): Financial plan	ALL Students
May 8-12	Final Business plan due PPT & Paper	ALL Students

Course Evaluation Methods

Grading Matrix:

Instrument	Value (points or percentages)	Total
Cool Idea (<i>Paper & presentation</i>)	20 points	20
Marketing Plan	10	10
Operations Plan	10	10
Financial Plan	10	10
Video Shark Tank 4-reports	(5 points per paper) 20	20
Final Paper	30	30
Total:		100

Grade Determination:

- A = 90 – 100 pts;
- B = 80 – 89
- C = 70 – 79
- D = 60 – 69
- F = less than 60

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

Chapter Readings: Assignment

Please read chapters before working on your papers

Cool Product Idea Assignment

Please review attached document

Shark Tank Video: Assignment

Please buy Shark Tank Season 7 from Amazon video. You need to watch the videos explaining entrepreneur ideas and write a paper explaining your opinion about those ideas and how investors interacted with entrepreneurs.

Final Paper

Students 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 document with your business plan including all sections described in class.

III. References

ALL ASSIGNMENTS:

1. Papers should be double-spaced and typed with 1" margins (top, bottom, right, and left).
2. Type size should not be larger than 12 pt.
3. Your name and class at the top left. You can also use a cover page.
4. Chapter number and title at the middle of the paper (top).
5. Chapter papers should cover **all concepts and examples.**
6. APA style and references section required.
7. Papers will be submitted by **Saturdays at midnight.**
8. 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.
9. Cool product idea, business plans sections (Marketing plan, operations plan and financial plan), and final business plan require PPT slides with paper.

IMPORTANT:

No late papers, no exceptions unless prearranged with the professor via email. Online work is important for this class. If there is a problem with a submission, grade will be adjusted at the Instructor discretion. Maximum grade will be 70%.

University Policies and Procedures

Students with Disabilities (ADA Compliance):

Chapter 7(7.004) Disability Accommodations for Students

The University of North Texas at Dallas makes reasonable academic accommodation for students with disabilities. Students seeking accommodations must first register with the Disability Services Office (DSO) to verify their eligibility. If a disability is verified, the DSO will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time, however, DSO notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet/communicate with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information see the Disability Services Office website at <http://www.untDallas.edu/disability>. You may also contact them by phone at 972-338-1777; by email at UNTDdisability@untDallas.edu or at Building 2, room 204.

Blackboard Learn Accessibility Statement:

University of North Texas at Dallas is committed to ensuring its online and hybrid courses are usable by all students and faculty including those with disabilities. If you encounter any difficulties with technologies, please contact our ITSS Department. To better assist them, you would want to have the operating system, web browser and information on any assistive technology being used. Blackboard Learn course management system's accessibility statement is also provided: <http://www.blackboard.com/Platforms/Learn/Resources/Accessibility.aspx>

NOTE: Additional instructional technology tools, such as Turnitin, Respondus, Panopto, and publisher cartridge content (i.e. MyLab, Pearson, etc.) may NOT be fully ADA compliant. Please contact our Disability Office should you require additional assistance utilizing any of these tools.

Student Evaluation of Teaching Effectiveness Policy:

Student's evaluations of teaching effectiveness is a requirement for all organized classes at UNT Dallas. 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 students' evaluations to be an important part of your participation in this class.

Assignment Policy: (According to the instructor's discretion while working in concert with the division/program's guidelines).

Exam Policy: (Online exams and the ability to retake is solely at the instructor's discretion). **NOTE:** Online exams may be proctored on campus per instructor's discretion.

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.untDallas.edu/sites/default/files/page_level2/pdf/policy/7.002%20Code%20of%20Academic_Integrity.pdf for complete provisions of this code.

Academic dishonesty includes, but is not limited to, cheating, plagiarizing, fabrication of information or citations, facilitating acts of dishonesty by others, having unauthorized possession of examinations, submitting work of another person or work previously used without informing the instructor, or tampering with the academic work of other students.

Web-based Plagiarism Detection: Please be aware in some online or hybrid courses, students may be required to submit written assignments to Turnitin, a web-based plagiarism detection service, or another method. If submitting to Turnitin, please remove your title page and other personal information.

Classroom Policies

Online Attendance and Participation:

The University attendance policy is in effect for this course. Class attendance in the Blackboard classroom 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 the discussion board. Online presence and participation in all class discussions is essential to the integration of course material and your ability to demonstrate proficiency.

Attendance for this online or hybrid course is considered when you are logged in and active in Blackboard, i.e., posting assignments, taking quizzes, or completing Discussion Boards. To maintain financial aid award eligibility, activity must occur before the census date of the session or term of the course. Refer to <http://www.untDallas.edu/registrar> for specific dates. If you are absent/not active in the course shell, it is YOUR responsibility to let the instructor know immediately, upon your return, the reason for your absence if it is to be excused. All instructors must follow university policy 7.005 covering excused absences; however, it is the instructor's discretion, as outlined in the course syllabus, of how unexcused absences may or may not count against successful completion of the course

Inclement Weather and Online Classes: Online classes may or may not be effected by campus closures due to inclement weather. Unless otherwise notified by your instructor via e-mail, online messaging, or online announcement, students should assume that assignments are due as scheduled.

Online "Netiquette:

In any social interaction, certain rules of etiquette are expected and contribute to more enjoyable and productive communication. Emails, Discussion Board messages and/or any other forms of written communication in the online environment should use proper "netiquette" (i.e., no writing in all caps (usually denotes yelling), no curse words, and no "flaming" messages (angry, personal attacks).

Racial, ethnic, or gender slurs will not be tolerated, nor will pornography of any kind.

Any violation of online netiquette may result in a loss of points or removal from the course and referral to the Dean of Students, including warnings and other sanctions in accordance with the University's policies and procedures. Refer to the Student Code of Student Rights Responsibilities and Conduct at <http://www.untDallas.edu/osa/policies>. Respect is a given principle in all online communication. Therefore, please be sure to proofread all of your written communication prior to submission.

Diversity/Tolerance Policy:

Students are encouraged to contribute their perspectives and insights to class discussions in the online environment. 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 Dean of Students as the instructor deems appropriate.

Technology Requirements: In order to successfully access the materials in an online or hybrid course, UNT Dallas advises that your computer be equipped with the minimum system requirements.

Blackboard Learn 9.1 is the platform software for this course. Blackboard Learn supports major web browsers such as Windows Internet Explorer, Apple Safari, Mozilla Firefox, and Google Chrome. However, since the latter two are updated continually, some recent versions may not be compatible. If you experience difficulty accessing or using components of the course, try using Internet Explorer. Also, no matter what browser you use, always enable pop-ups. For more information see:

- <http://www.untdallas.edu/dlit/ecampus/requirements>
- https://help.blackboard.com/en-us/Learn/9.1_SP_12_and_SP_13/Student/040_Browser_Support_for_SP_13
- https://learn.unt.edu/bbcswebdav/institution/BrowserCheck/check_full.html