

University of North Texas at Dallas

Spring 2014

SYLLABUS

MGMT 3850.090, ENTREPRENEURSHIP			
Department of	Management	Division	Urban and Professional Studies
Instructor Name:	Dr. H. Sammy Alahmad		
Office Location:			
Office Phone:	972-780-3668 or 972-241-7119		
Email Address:	husam.alahmad@unt.edu , profalahmad@hotmail.com		
Office Hours:	6:00 to 7:00pm or by appointment		
Virtual Office Hours:	<i>n/a</i>		
Classroom Location:	Dallas – Founders Hall Room 308		
Class Meeting Days & Times:	Tuesday, 7:00 – 9:50pm		
Course Catalog Description:	<i>Students gain autobiographical insights into the lives of entrepreneurs as they describe their contributions, reveal the sources and nature of ideas, and discover ways of growth and success. The course also focuses on starting and managing businesses to include forms of ownership, sources of funds, location analysis, facility requirements, management, marketing, and business feasibility plans.</i>		
Prerequisites:			
Co-requisites:			
Required Text:	The required text in the course is Zimmerman, T. W., Scarborough, N. M., Wilson, D 2007. <i>Essentials of Entrepreneurship and small business management</i> , 6 th edition. Prentice Hall. ISBN – 13: 978-0-13-229438-6, ISBN-10: 0-13-229438-9		
Recommended Text and References:	Various related articles will be assigned as well as possible alternative software.		
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, execute it and be a successful entrepreneur in the future.		
Learning Objectives/Outcomes: Upon completion of the course, participants should;			
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 define and recommend effective courses of action for entrepreneurial businesses and solve problems for such businesses		
4	Be able to identify needs and conduct a marketing plan, feasibility analysis, prepare a business plan, make meaningful suggestions to established businesses and turn an idea into action		
5	Learn how to raise capital, seed money to start a business, sharpen team building and effectiveness skills		

Course Outline

This schedule is subject to change by the instructor. Any changes to this schedule will be communicated by the Professor in class

THIS CLASS WORKS WITH REAL ENTREPRENEURS SO THE SCHEDULE IS FLUID, IT IS UP TO YOU TO KEEP UP WITH THE SCHEDULE!!!!!!

MGMT 3850.090 – Spring 2014

Course Schedule*

	Topics	Timeline
1.	Introduction & course overview Foundations of Entrepreneurship Market (Feasibility) Studies, Identifying Opportunities through market research The Spirit of Entrepreneurship	1/14 to 2/11
2.	Forms of a Business Ownership Franchising and the Entrepreneur Buying an Existing Business or establishing a new Business	2/11 to 3/4

3.	<p>The Financial plan Financial Statements</p> <p>Building a powerful marketing plan which includes pricing strategies and managing the cash flow by controlling and budgeting</p> <p>Mid Term Exam</p>	<p>3/4 to 4/1</p> <p>After Spring Break</p>
4.	<p>Group/Professor/Entrepreneur Meetings and discussions</p> <p>Putting the business plan to work by choosing the right location and locating the sources of funds</p> <p>Final Exam Review and Final Exam</p>	<p>4/1 to 4/22</p> <p>4/29 to 5/6</p>

****Professor reserves the right to make changes to the schedule**

Course Evaluation Methods

Grading will be based on the following:

Assignments	100
Group Presentation - Projects	100
Mid Term Exam	50
Research Papers	75
Class Participation and case studies	100
Review and final exam	75
Total	500

***Team project. All team based points, individual points subject to peer evaluation.*

All grades will be weighted on a straight scale as follows:

- 90% - A (extraordinary, superb, excellent);
- 80% - B (impressive, good, fine/satisfactory);
- 70% - C (marginally satisfactory, fair, marginally acceptable)
- 60% - D (passing); below 60% - F (failure).

Notes:

1. Rounding will be done by half percentages. (For example, 894 points = 89%, 895 points = 90%).
2. Letter grade equivalent for students graded on **Pass/Fail** scale is as follows: Pass=75% or higher, Fail=less than 75% of points. These students will do business plan project individually, per specific guidelines.

Exams). The exams cover all material to that date and are mandatory. Exams start promptly at the start of class, if you are tardy you will only be able to take the exam until the last student that started the exam on time is still taking the exam. It is also not possible to start an exam after another student has left the room. Exams cover all assigned readings (including cases & YBC segments), videos, class discussions, articles, lectures, and any material distributed or discussed.

- Reading the book chapters and other assigned material is required for passing the course and doing well in the exams. Class notes and lectures focus on select material, and do not substitute for reading the chapters.
- If you miss an exam – for whatever reason, you get zero points. However....
- An optional exam will be given at the end of the semester. You may take the optional exam under the following conditions **ONLY**:
 1. You missed one of the first exams but have an excused absence (see definition below). In such a case the optional exam will substitute the grade for the missed exam. You must discuss the excused absence with the instructor as close as possible to the date of the missed exam.
 2. You took all earlier exams but you want to improve the grade. In such cases, the highest of your three exam scores (Exam I, Exam II, Optional) will count toward your grade.

Class preparation assignments / participation. The course is oriented toward application, exercises, and hands-on experiences. Assignments will be given out at the end of class, to be prepared for an upcoming class. Those assignments are unannounced, and will be an integral part of class activity for which they are assigned. Students who miss class cannot get credit for submitting a preparation assignment due that day.

Market, (Opportunity) analysis and feasibility assignment. The assignment involves the development of a business idea, and conducting a feasibility analysis for the viability of the idea as an entrepreneurial business. The project also includes presentation of the idea to the class.

Due to the size of the class and the logistics of presentation, I will allow for it to be done in your groups. Peer evaluations will be completed for this project.

Marketing Plan. The assignment is to create a marketing plan. The marketing plan is a required part of the business plan and will be presented as a standalone project to the class.

Business Plan. The project in this course is a business plan, which is to be done in 3 teams focusing on a Non-Profit, an Internet Start-up, and a Restaurant. The business plan will follow the format that will be reviewed in class. The business plan must be feasible. More information will be posted on the *Business Plan* link on course homepage. Handouts will be given regarding content, structure, style, and format. Please carefully adhere to them as you work on your plan.

The use of the **Business format** to complete your business plan is **MANDATORY**.

The Business Plan Pro software has been deployed in the COBA Lab, room BA335 and can be launched from the MGMT application menu: START—COBA MENU—APPLICATIONS—MGMT—BUSINESS PLAN PRO 2007. Note: This software is NOT available in the team lab, copies of the software are available with the purchase of a NEW copy of Zimmerman& Scarborough, 2008 book. I do not have extra copies of the software, so please use these other resources. There may be an additional software program introduced.

Peer evaluations will be conducted for the Business Plan project. Individual project grades will reflect the evaluations. Students will provide information on their peers via the contribution made by each team member contributing to, but not to exceed 100%. Take your team commitments seriously. Peer evaluations are due with each section of the business plan, marketing plan, feasibility study and the final plan. Note: failure to turn in your peer evaluation will result in a 25 point deduction from your individual project grade. Teams may initiate a peer evaluation to alert the instructor of issues. It is the team's responsibility to inform underperforming members of your concerns and the possible effects on individual grades. Thus, it is important to document all such communication with team members. Please provide a written copy of any and all warnings to the professor. We are all adults, so handle this with the proper care it deserves.

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. For more information, you may visit the Office of Disability Accommodation/Student Development Office, Suite 115 or call Laura Smith at 972-780-3632. School policy requires the student notify the instructor within the first week of class.

Participation and Attendance

You are encouraged to attend all classes. Attendance will be taken, typically through a seating chart, and **if you are not in class when I take roll, you are absent.** Participation is evaluated through class discussion, turned in preparation assignments, and in-class group activities. Students who leave in the middle of class/activity are counted as absent. Team meetings on the Business Plan are MANDATORY and groups should schedule those meetings so ALL members can attend. An unexcused absence from a Business Plan team meeting will result in a letter grade deduction on the Business Plan project for that individual.

Students with 2 unexcused absences will lose a letter grade. Students with 3 unexcused absences fail the course. Students are responsible for obtaining notes, information, or handouts in the event of a missed class.

Excused absence

Excused absences are absences for *family or medical emergencies*, which are *documented and verifiable*. Work related absences, traffic or car problems, missed classed due to travel (travel delays) etc., do not constitute excused absences. Exam or schedule conflict due to events not mentioned above can be petitioned for an exception, provided that the request is made at least 10 days prior to the event. The Instructor will make a determination and/or refer the student to the Dean of Students. All requests for recognizing an absence as excused will be dealt with on a case-by-case basis.

General Conduct

To minimize distractions, please adhere to the following:

1. Pagers, cell phones, or any other electronic device must be either turned off or set to a “silent” mode during class. Usage of text messaging, PDAs, and camera phones is **not** permitted during class and/or exams. Usage of other electronic devices during class/exams requires prior permission from me. If you use any of these devices during class when they are not allowed, 1 point will be deducted from your grade.
2. Laptops are allowed in class only with prior permission from me. Typically, this permission will be granted on sessions of group activity, to facilitate research. Laptops cannot be used for taking notes during regular class or non-class related activity (e.g., checking e-mail).
3. Please refrain from eating in and during class, NO CHEWING GUM.
4. Be courteous and respectful to each other and to the instructor. Be a considerate and contributing member of your team. Adhere to the standards outlined in the UNT Code of Student Conduct. A zero tolerance policy is followed regarding violation of the student code of conduct (http://www.unt.edu/csrr/code_of_student_conduct.htm).

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 Conduct at http://www.unt.edu/csrr/student_conduct/index.html for complete provisions of this code.

The UNT Code of Student Conduct and Discipline provides penalties for misconduct by students, including academic dishonesty. Academic dishonesty includes cheating and plagiarism. The term “cheating” includes, but is not limited to (1) use of any unauthorized assistance in taking quizzes, tests, or examinations; (2) dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments; or (3) the acquisition, without permission, of tests or other academic material belonging to a faculty member or staff of the university. The term “plagiarism” includes, but is not limited to, the use, by paraphrase or direct quotation, of the published or unpublished work of another person without full and clear acknowledgement. It also includes the unacknowledged use of materials prepared by

another person or agency engaged in the selling of term papers or other academic materials.

(Source: Code of Conduct and Discipline at the University of North Texas.) If you engage in academic dishonesty related to this class, you will receive a failing grade on the test or assignment, and a failing grade in the course. In addition, the case will be referred to the Dean of Students for appropriate disciplinary action. This policy is intended to protect the honest student from unfair competition with unscrupulous individuals who might attempt to gain an advantage through cheating.)

There will be zero tolerance for any violation of academic integrity.

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 Campuses main voicemail 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.

Diversity/Tolerance Policy:*(Sample given)*

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.

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