University of North Texas at Dallas
Summer 2016
SYLLABUS for Distance Learning

Department of	Management	**Division of**	School of Business

Instructor Name:	Dr Isaura Flores
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Office Hours:	By appointment

Classroom Location:	*Online*
Class Meeting Days & Times:	Online

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**
Required Text:	Bruce R Barrinnger, R Duane Ireland ***Entrepreneurship, Succesfully launching new ventures 5th edition***. Prentice Hall. ISBN – 13: 978-0133797190, ISBN-10: 0133797198

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 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	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

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.

Jun 6 - 11	*Introduction to course and requirements* *All class lectures are recorded and can be reviewed at:* *http://drisauraflores-mgmt-3850-entrepreneurship.com/* ***Chapter 1:*** *Introduction to Entrepreneurship* ***Chapter 2:*** *Recognizing oppportunities and generating ideas* ***Chapter 3:*** *Feasibility Analysis* ***Chapter 6:*** *Writing a business plan* **<u>Assignments:</u>** 1. *Chapter review paper (Chapters 1, 2, 3 & 4)* 2. *Prepare Cool idea paper & slides*	Introduction Chapters 1, 2, 3 & 6
Jun 13 - 18	***Chapter 4:*** *Developing an affective Business Model* ***Chapter 5:*** *Industry and Competitor Analysis* ***Chapter 11:*** *Unique Marketing Issues* **<u>Assignments:</u>** 1. *Chapter review paper (Chapters 5, 6 & 11)* 2. *Marketing plan paper (please review guide on BB)*	Chapters 4, 5 & 11
Jun 20 - 25	***Chapter 7:*** *Preparing the proper ethical and legal foundation* ***Chapter 9:*** *Building a new venture team* ***Chapter 12:*** *The importance of intellectual property* **<u>Assignments:</u>** 1. *Chapter review paper (Chapters 7 & 9)*	Chapters 7, 9 & 12

	2. *Operations plan paper (please review guide on BB)*	
Jun 27 – July 2	***Chapter 8:*** *Assessing a new ventures financial strength and viability* ***Chapter 10:*** *Getting financing and funding* <u>**Assignments:**</u> 1. *Chapter review paper (Chapters 8 & 10)* 2. *Financial plan paper (please review guide on BB)*	Chapters 8, & 10
Jul 4 – Jul 9	<u>**Assignments:**</u> 1. *Final Business plan paper (Final- please review guide on BB)*	Final Paper

Course Evaluation Methods

Grading Matrix:

Instrument	Value (points or percentages)	Total
Chapter reviews *(5 pts each)*	20 points	20
Cool Idea	20	20
Marketing plan	10	10
Operations plan	10	10
Financial plan	10	10
FINAL Business Plan	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.

Cool Product Idea Assignment

Please prepare a paper describing an innovative business idea, product or service. Please review video and document posted on BB for more details.

Business plan sections (marketing, operations and financial) and Final Paper

You 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 sending those sections and a final paper will be due during final week. 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 final paper. The papers will be graded on the marketability of the business idea, innovation and creativity.

The following is a suggested format for your final paper:

I.   **Cover page (Format provided)**
Include class name, professor, Company name and your team name (including full names of all members)

II.   **Excecutive 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**

All assignments:

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):

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