

**University of North Texas at Dallas**  
**Spring 2016**  
**SYLLABUS**

<b>MGMT 5300.010, Entrepreneurship and Venture Management, 3 CREDIT HOURS</b>			
<b>Department of</b>	Management	<b>Division of</b>	Urban and Professional Studies
<b>Instructor Name:</b>	Dr Isaura Flores		
<b>Office Location:</b>	DAL 2, Office #234		
<b>Office Phone:</b>	972.338.1802		
<b>Email Address:</b>	<a href="mailto:Isaura.Flores@untdallas.edu">Isaura.Flores@untdallas.edu</a>		
<b>Office Hours:</b>	Wednesdays 1:00 - 4:00 Thursdays 1:00 - 5:00		
<b>Virtual Office Hours:</b>	n/a ( <b>Note:</b> Please use <a href="mailto:Isaura.Flores@untdallas.edu">Isaura.Flores@untdallas.edu</a> . I 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., MGMT 5300)		
<b>Classroom Location:</b>	Dal 2 241		
<b>Class Meeting Days &amp; Times:</b>	Saturdays 9:00 am -11:50am		
<b>Course Catalog Description:</b>	<b>MGMT 5300:</b> 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).		
<b>Prerequisites:</b>	n/a		
<b>Co-requisites:</b>	n/a		
<b>Required Text:</b>	Required text : Robert D Hisrich, Michael P Peters, Dean A Sheperd <b><i>Entrepreneurship, 9<sup>th</sup> edition.</i></b> Mc Graw Hill. ISBN – 13: 978-007-8029196,  Required Video series: <b>Shark Tank</b> Season 5		
<b>Recommended Text and References:</b>	Various related articles & Videos will be assigned.		
<b>Access to Learning Resources:</b>	UNT Dallas Library: phone: (972) 780-3625; web: <a href="http://www.unt.edu/unt-dallas/library.htm">http://www.unt.edu/unt-dallas/library.htm</a>  UNT Dallas Bookstore: phone: (972) 780-3652; e-mail: <a href="mailto:1012mgr@fheg.follett.com">1012mgr@fheg.follett.com</a>		

<b>Course Goals or Overview:</b>	
	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.
<b>Learning Objectives/Outcomes:</b> At the end of this course, the student will	
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

**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.

Mar 26	<i>Introduction to course</i>	Introduction
Mar 28- Apr 3	<p><b>Chapter 1:</b> <i>Entrepreneurship and the Entrepreneurial mind set</i></p> <p><b>Chapter 4:</b> <i>Creativity and the business idea</i></p> <p><b>Shark Tank</b> (Season 5 : Week 1 &amp; 2). Prepare a 1-2 page paper (Opinions and comments about ideas presented)</p>	<p>Introduction</p> <p>Chapter 1 &amp; 4</p>
Apr 4 -10	<p><b>Chapter 7:</b> <i>The Business Plan: Creating and Starting the venture</i></p> <p><b>Shark Tank</b> (Season 5 : Week 3 &amp; 4). Prepare a 1-2 page paper (Opinions and comments about ideas presented)</p>	Chapter 7

Apr 4 -10	<b>Assignment due:</b> Cool Idea assignment due Cool Ideas paper and record 5-10 min presentation	<b>Individual</b>
Apr 4 -10	Business Plan proposal due	<b>Proposal</b>
Apr 11- 17	<b>Chapter 8:</b> <i>The Marketing plan</i> <b>Shark Tank</b> (Season 5 : Week 5 & 6). Prepare a 1-2 page paper (Opinions and comments about ideas presented)	Chapter 8
Apr 11- 17	<b>Chapter 2:</b> <i>Entrepreneurial Intentions and Corporate entrepreneurship</i> <b>Chapter 3:</b> <i>Entrepreneurial Strategy: Generating and Exploiting New Entries</i> <b>Shark Tank</b> (Season 5 : Week 7 & 8). Prepare a 1-2 page paper (Opinions and comments about ideas presented)	Chapter 2 & 3
Apr 11- 17	<b>Assignment due:</b> Marketing plan assignment due. ( <i>Business mission, product description, markets &amp; competition analysis</i> )	
Apr 18- 24	<b>Chapter 6:</b> <i>Intellectual Property and other legal issues</i> <b>Chapter 9:</b> <i>The Organizational Plan</i> <b>Shark Tank</b> (season 5 : Week 9 & 10). Prepare a 1-2 page paper (Opinions and comments about ideas presented)	Chapter 6 & 9
Apr 18- 24	<b>Chapter 5:</b> <i>Identifying and analyzing Domestic and International opportunities</i>	Chapter 5

	<b><i>Shark Tank</i></b> (season 5 : Week 11 & 12). Prepare a 1-2 page paper (Opinions and comments about ideas presented)	
Apr 18- 24	<b><u>Assignment:</u></b> <i>Operations plan due</i>	ALL Students
Apr 25- May 1	<b>Chapter 10:</b> <i>The financial plan</i> <b><i>Shark Tank</i></b> (season 5 : Week 13 & 14). Prepare a 1-2 page paper (Opinions and comments about ideas presented)	Chapter 10
Apr 25- May 1	<b>Chapter 11:</b> <i>Sources of capital</i> <b>Chapter 12:</b> <i>Informal Risk Capital, Venture Capital and Going Public</i>	Chapter 11 & 12
May 2 - 8	<b><u>Financial plan assignment due (Paper):</u></b> Financial plan	ALL Students
May 9-14	<b>Final Business plan due</b> <b><i>Presentation and discussion</i></b> <b>PPT &amp; Paper</b>	<b>ALL Students</b>

### 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:

<b>Instrument</b>	<b>Value (points or percentages)</b>	<b>Total</b>
Cool Idea ( <i>Paper &amp; presentation</i> )	20 points	20
Marketing Plan	10	10
Operations Plan	10	10
Financial Plan	10	10
Video Shark Tank reports	20	20

Final Presentation	30	30
<b>Total:</b>		<b>100</b>

**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

## Shark Tank Video: Assignment

Please buy Shark Tank Season 1 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 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](https://www.unt.edu/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 Campuses main voicemail number (972) 780-3600 or search postings on the campus website [www.unt.edu/dallas](http://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.