UNIVERSITY of NORTH TEXAS
COLLEGE OF BUSINESS

MGMT 3850 – Entrepreneurship
Section, 003, Spring 2016
Wednesdays 6:30 pm – 9:20 pm, BLB 250

Instructor: Professor Brandi Everett
Office: BLB 201F
Phone: 940-565-3031 – Office
E-mail: Brandi.Everett@unt.edu **BEST WAY TO REACH ME**
We will **NOT** use Messaging on Blackboard. You **MUST** email me directly at the UNT email above. I will contact you via your Eagle Connect/myUNT address.
****Be sure to include MGMT 3850 in the subject line****

Office Hours: Wednesday evenings: 5:15 pm – 6:20 pm (CST). Other times available by appointment and UNT e-mail listed above checked daily except Sunday.

INTRODUCTION:

Entrepreneurship (MGMT 3850) is a junior level, **team based,** research course focusing on the initiation of new ventures and approaches to growth of existing firms through opportunity recognition, innovation, and change. The course emphasizes developing effective entrepreneurial skills and behaviors and includes the preparation of a comprehensive business plan. Prerequisites: Open to non-business majors.

COURSE OBJECTIVES:

1. Know and understand the basic theory and principles of entrepreneurship and small business management;
2. Conduct a feasibility study and prepare a business plan;
3. Formulate and understand the process of implementing a strategic business plan;
4. Conduct and prepare an industry and competitive analysis;
5. Conduct small business managerial, marketing, operations, and financial problems;
6. Work effectively with peers to develop and recommend specific, effective solutions to entrepreneurial problems;
7. Learn how to deal effectively as entrepreneurial consultants.

REQUIRED TEXTBOOK:

We will use Scarborough and Cornwall's "Essentials of Entrepreneurship and Small Business Management" (2016), 8th edition, published by Pearson, ISBN 9780133849622. This is the newest edition and it is strongly recommended you purchase the 8th edition. If you purchase an older version chapters/material will not be consistent and it will impact your success in the course. (Additional readings, cases, and exercises will be distributed in class) Business Pro or similar software is not required.

EVENT TIMING:
All times stated in this course will conform to **US Central Standard Time (CST)** and Texas state daylight savings time adjustments.

METHOD OF INSTRUCTION:
Modules in the course will be conducted using the textbook, research, videos, guest speakers, exercises, articles and cases. Discussions will be used to elaborate on and extend the content of the readings, developing conceptual ideas, and applying them to business situations. Articles and cases will deal with issues related to entrepreneurial problems. Recognize that each article/case is simply a record of an issue, which has been faced by business executives. It is NOT to be construed as portraying either correct or incorrect behaviors. Instead, these articles/cases contain the facts, opinions, and prejudices upon which executive decisions have been made. As such, they will provide the basis for in-depth examination of particular issues and concepts. For this method of instruction to work effectively, **you must have read and thought about all assigned material prior to attending class**. A good rule of thumb is to spend as twice as much time analyzing and preparing the material as you do reading it.

PERFORMANCE EVALUATION AND GRADING:
Each student will be responsible for their performance on three exams, an integrative team project, three presentations, and the level and quality of their participation. Your grade in this class will be calculated by adding the total points earned during the term (not percentage). Grades will be earned based on successful completion of the following:

Chapter Assignments (11@5 pts. each)	55
Feasibility Study	25
Elevator Pitch	10
Integrative Team Project	200
Final Project Presentation	40
Exams (3@150 pts. each)	450
Maximum Points Possible	**780**

Total Points	**Grade**
702.00 to 780.00	A
624.00 to 701.99	B
546.00 to 623.99	C
468.00 to 545.99	D
0 – 467.99	F

NOTES:

1. **ATTEND CLASS ON A REGULAR BASIS:** You are responsible for staying up to date with announcements made in class. Changes in the syllabus, assignments, etc. are possible and will be made at my discretion.

a) **CUTTING CLASS HARMS GRADES:** You are encouraged to attend classes. Not only will you learn more if you attend regularly, you will add value to the class and to your grade. Participation is evaluated using an extra credit bonus program. If you attend every class, arrive on time, stay the full time, stay awake, work on this class only, are present for every presentation, and take all 3 exams, you will receive an extra credit bonus of 3% at the end of the course. If you are not in your assigned seat when I take roll, you are absent. If you are tardy beyond 15 minutes you are absent. If you sleep in class, do other work, or leave before class is over for any reason without my permission, you are disruptive and are absent. If you miss an exam, you are absent. Being tardy less than 15 minutes or disruptive for any reason 2 times counts as an absence. In effect, if you are in class working on this class when I am, you will receive the full extra credit bonus. Most important — there are no excuses for earning bonus points. Any type of absence counts for bonus points whether excused or not. It is your individual choice to attend. EXAM and PRESENTATION days count for attendance. See the table below for the standards. Any combination of absence, tardy, and disruptive events is used to calculate your bonus/course grade. Any unauthorized use of electronics in class will earn a full absence for each violation. If you come to class regularly and avoid being tardy or disrupting the class, I appreciate your professionalism. It will serve you well in college and beyond.

ABSENT (A)	TARDY (T) or DISRUPTION (D)	BONUS %	STANDARD
0	0	3	NO EXCUSES
1	2	2	NO EXCUSES
2	4	1	NO EXCUSES
3-4	6-8	0	NO EXCUSES
5	10	Fail the course	Unless excused

2. **ACT PROFESSIONAL, AND YOU WILL BE TREATED AS ONE:** Do not come to me the last week of class and ask what you may do for extra credit! Put that effort into the regularly assigned items and you won't need extra credit, and remember, **no late assignments will be accepted! Do NOT ask me for a deal that is not available to all students. It is unethical to ask me to give you points that have not been earned.** A common mistake is to ask to extend deadlines for your assignments and/or exams, because you missed the deadline. Under NO circumstances will I grant such a request for it is unfair to other students. Missed assignments and/or exams will be assigned a grade of zero. The MOST unethical mistake is to ask for a higher grade at the end of

the course when you did NOT earn it. Although you may think that it doesn't hurt to ask as you have nothing to lose, please keep in mind that you will lose my respect by doing so. In effect, act professional and you will be treated as one!

MEETING AND CLASS PARTICIPATION:
Various discussion techniques will be used in class. For these techniques to be effective, you must do the following:

ATTEND every team meeting and class meeting, arriving on time so that it can start promptly. If you must be absent and have a reasonable excuse, please let the team know in advance. **Missing three meetings could result in a reduction of one letter grade. Missing five meetings could result in automatic failure.** Plan ahead.

PREPARE for every meeting (class) so that you can contribute to the discussion and also appreciate what is being said. Adequate preparation requires more than simply reading the assigned material. Rather, you should have analyzed all the important issues, taken a position on them, and be prepared to support them.

PARTICIPATE in every meeting (class). You are responsible for making sure that you do. Participation can take many forms, including making a comment, questioning what has been said, and synthesizing what has been said. If a fellow student makes a point you disagree with, do not let it go unchallenged. Otherwise I will assume you concur, possibly to your peril.

Keep in mind that the amount of knowledge you gain from this course depends directly on your level of preparation and participation: you cannot participate if you do not attend meetings (class), and you cannot participate effectively if you have not prepared. Furthermore, the skills you develop through participation are as valuable as the techniques you learn in the course.

CLASSROOM CONDUCT:
Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and I may refer the student to the Center for Student Rights and Responsibilities to consider whether the student's conduct violated the Code of Student Conduct. The university's expectations for student conduct apply to all instructional forums, including university and electronic classroom, labs, discussion groups, field trips, etc. Examples of such behaviors *include but are not limited to* the following: using digital devices and cell phones in any manner, chatting, arriving late, leaving early, or exiting in the middle of the class. If you have a situation which requires your early exit, please visit with me before class begins. It is my expectation that all student conduct be in accordance with the UNT Code of Student Conduct as outlined at https://deanofstudents.unt.edu/conduct.

GROUND RULES:
Integrity is a large part of entrepreneurship and the relationships we nurture. The class will engage in discovery, problem recognition, and the creation of marketable solutions. All students enrolled in this class are bound by a Non-disclosure Agreement for a period of two years. We will not steal ideas from one another, but will build off of others to stimulate the imagination.

TEAM PROJECT AND PRESENTATIONS:

Remember learning to drive a car?
You read the handbook, viewed the videos, and learned technique from others. Wow, it was VERY different actually getting behind the steering wheel and controlling the vehicle! This analogy is similar to writing business plans. The only way to learn to write a business plan is to actually perform the research, talk to subject matter experts (SME's), and write one.

Why does it take so long to write a business plan?
Can you imagine starting a new company and offering a product/service without understanding the industry, who the competitors are, who the customers are, and what laws we must obey? The reasonable person would say, no! That is why business plans take about 250 person hours to assemble. You will form a team to break up the work load and then integrate the pieces. Remember to save enough time to properly edit the work into one voice.

What kind of company should we create?
I will allow just about anything that meets the standards of good taste and usefulness. Franchises are not allowed due to the fact that you do little of the background work. Once again, selecting the right team with complimentary skill sets is very important.

Who chooses the team members?
Teams are self-selecting in my class, unless I need to step in. When you start a new firm on the street, you get to select your banker, accountant, lawyer, etc. I will make placements only when necessary. This team will remain intact for the entire semester.

How many people can we have?
Teams function well with up to six members. For example, if we have 48 students in this section, there should be approximately eight (8) teams. If we need to adjust these numbers, I will step in. Also, keep in mind that there is always the chance a team member may drop the class later in the semester.

What are the parameters of the report?
Integrative (new venture) project. The project (business plan) is to be submitted in laser hardcopy and on a CD in MS Word. The original copy of the venture plan containing prototypes, etc. will be kept on file and will not be returned. A disk containing the exact electronic file of the hardcopy must be attached onto the back

cover of the original hardcopy. A professional report that (a) demonstrates a command and understanding of the business, the Industry, and competitors, (b) uses sound presentation logic and well thought through justifications, and (c) displays a liberal use of *appropriate* graphs, charts and tables, is expected. The written assignments must be submitted to my office (or designated area) on the day they are due. Late submissions will not be accepted. All projects will be submitted to www.turnitin.com in full compliance of university policy.

What about the presentations?

The Feasibility Presentation will utilize 10-15 slides, approximately 30 seconds per slide (5-8 minutes total). It will tell me about your opportunity and cover parts 1-10 of the Business Plan per the Table of Contents which can be found beginning on page 207 of the textbook. Keep it short and to the point. Interested people will visit with you after the presentation which saves time.

The Elevator Pitch is a two (2) minute presentation. Imagine that you are on the TV show *Shark Tank* with Mark Cuban. You have two (2) minutes to get him excited about asking for more information in order to invest.

The final **Team Presentation** must be of the highest professional standards. Use of appropriate presentation mediums and captivating presentation style is essential. Your team's presentation will be graded based on the quality of (a) the content of the presentation, (b) the presentation style, and (c) the ability of the team to justify its position in the Q&A. All presentations will be done as teams. The method of submission (technology use), content, and length will be detailed later in the semester.

How are peer evaluations utilized in this class?

All of us have been on teams where someone did not contribute and expected the same grade. I will compute your grade for the project and final presentation based on the team grade and the peer evaluations that you receive. Students will not directly grade (A, B, etc.) one another but will provide me with feedback (and documentation) as to the percentage of contribution on a base of 100%. Credit for the report will not exceed 100% contribution.

Peer evaluations are due with the feasibility presentation and the final report. In addition, peer evaluations will be randomly requested during the semester to monitor team processes. Teams may also initiate a peer evaluation to alert the instructor of issues. Removal from the team is possible, but rare. Warnings (using my criteria) usually correct the situation. **It is the team's responsibility to inform underperforming members of your concerns and the possible effects on individual grades.** We are all adults, so handle this with the proper care it deserves.

Students dropped from teams will be required to complete an entire business plan on their own and will **NOT** be permitted to make the feasibility presentation (25 points), or the final presentation (minus 40 points). Other options include dropping or failing the course.

ORGANIZATIONAL CITIZENSHIP BEHAVIOR:
Your individual grade on the integrated project will be based on the team score and peer evaluations. Therefore, contributions must be useful and timely. Individuals will engage in pro-social behaviors, and attendance at team meetings is strongly encouraged. See the attached student peer evaluation form.

CHAPTER ASSIGNMENTS:
Eleven assignments will be due in class on Wednesday. Download the assignments from the class blackboard page. Please keyboard onto 8.5 x 11 inch paper, one-inch margins and single spaced, and use 12-point Arial font. Start by restating the question followed by your answer. Be sure to include your name (last name, first name) and student ID in the top left margin of the page (see example below). **Do not upload your assignment to Blackboard.** These assignments are excellent exam preparation. Remember I **DO NOT** accept late assignments.

Student, Great
ID Number: 12345678

1. What forces have led to the boom in entrepreneurship in the U.S. and across the globe?
Forces that have influenced the U.S. entrepreneurial boom include:

1. The dream of owning and operating a business
2. The effect of downsizing
3. The belief that small is beautiful
4. The opportunity to enter profitable niche markets
5. The growing international and e–commerce markets

EXAMS (1, 2, and 3):
Three exams are given that cover the assigned material and are not cumulative. Exams are mandatory- not taking an exam grants zero points for the exam. No make-up exam will be given, unless you have a university-related reason with proper documentation. No exceptions to this policy! Please see the course schedule for exam dates.

The three Exams are “knowledge-acquisition-application” oriented. That is they are designed to “quickly” test your knowledge of entrepreneurship concepts and theories, certain key business concepts, or analytical tools. The objective is to ensure that all students “are on board” and are “staying up-to-date” with the instructor and the rest of the class. I may move the exams to the Blackboard Learning System. All exams are closed book/notes.

It is my intent to offer all exams in paper format with multiple choice and true/false questions. Each exam will have 50 questions and you will have 60 minutes to complete each exam. (50 questions @ 3 pts each = 150 possible points) Scantrons will be provided. You will need to bring a pencil on exam days.

All exams will be distributed promptly at the beginning of class, and you will have 60 minutes to complete your exam. If you come in late, you will have less time to complete the exam. Further, you will NOT be allowed to take the exam once the first person completes the exam. *On exam days, come to class on time and be prepared! No exceptions, no excuses.*

EAGLE CONNECT / BLACKBOARD:
All students should activate and regularly check their **EagleConnect (e-mail) account**. EagleConnect is used for official communication from the University to students. For information about EagleConnect, including how to activate an account and how to have EagleConnect forwarded to another e-mail address, visit https://eagleconnect.unt.edu/. In addition, please check **Blackboard** regularly for announcements, chapter assignments, handouts, grades, and any updates in our class schedule. The student assumes ALL responsibility for accessing value added content and assignments within the Blackboard Learning System. To access the course in Blackboard:

1. Go to https://learn.unt.edu
2. Login using your EUID and Password
3. Click on "MGMT 3850" from the list of courses

Please note that Blackboard relies heavily on electronic technologies for online courses, and technology is not a 100% reliable. **Please report all Blackboard problems to the Helpdesk at 940-565-2324.** Be sure to ask for a ticket number and then email the ticket number to me along with a detailed explanation of the technical problems you've encountered. Any technical issues that impact online assignments will be handled on a case-by-case basis. The Center for Distance Learning has created a Blackboard Learning System tutorial available at https://ecampussupport.unt.edu/index.cfm?M=Student_Resources&MNU=16&PF=Training/Guides/Guides.

ATTENDANCE AND ASSIGNMENTS POLICY:
For due dates and exam times, please see the Course Schedule towards the end of the syllabus. All of you are at the age where life happens and may require time away from class. University policy states the conditions and remedies for school and personal related absences. These include, but are not limited to school sanctioned activities, illness, civic duty, military service, caregiver leave, and religious observances (to include funerals). In order to treat everyone equally under the law (Federal and State), some form of official documentation is required as to why-when-where. This is not intended to be an invasion of privacy, but will allow me to accommodate you during this unusual period of time. Please inform me of the situation and discuss documentation at Brandi.Everett@unt.edu.

COURSE RELATED E-MAIL MESSAGES:
I will use the messages tool within the course to contact you. Blackboard delivers my messages to your default EUID@unt.edu or EUID@my.unt.edu email account. It is your responsibility to check your default e-mail account routinely. Please consider the following example.

To: Brandi.Everett@unt.edu
From: Good.Student@unt.edu
Title: MGMT 3850 Question about Final
Presentation Dear Professor Everett:
For the final project presentation, is it best to put our power point presentation on a flash drive?

Thanks, Good Student
Student ID #10203040
Please keep in mind that my name is ***Professor Everett and not "Hey," "Howdy," "Yo," or "Hey you."*

ASSIGNMENT MAKE-UP OR SCHEDULE CONFLICT REQUEST:
Assignment make-up requests must be made prior to the due date and comply with University policy. Forward the information to me at Brandi.Everett@unt.edu with the words "MGMT 3850 Assignment Conflict" in the subject line, and include your name, student ID number, and detailed reason for the request. No make-ups will be granted for missed or late assessments, quizzes, assignments, or exams.

PRIVACY AND THE LAW:
Please keep in mind that we must follow the guidelines set forth by the Health Information Privacy and Portability Act (HIPPA, 1996) and the Federal Education Rights and Privacy Act (FERPA, 1974). Please do not reveal private information about others in class assignments and discussions posts. Ex-girlfriends, toad boyfriends, and drug addict parents cannot be identified by name or association, nor can they defend themselves. This activity exposes the University to law suits and will result in no points awarded and referral to the Provost and Dean of Students.

The class coordinators have received training in record keeping and will safe guard your personal information. Any information collected and stored by the instructional team will be used for University purposes only!

BLACKBOARD LEARNING SYSTEM GRADES:
Grades posted in the Blackboard Learning System are unofficial. The instructional team will keep official grades (in spreadsheet form) in a secure location. This is to protect against hacking of the Blackboard Learning System and destruction of grade reports. Official grades and Blackboard Learning System grades should be equivalent (match). Please contact your Coordinator to discuss discrepancies. Check your grades weekly.

SUNDOWN RULE:
You have **two (2) weeks (from the due date)** to inquire about your grade on an exam, individual assignment, or team project. The exception to this rule is the final exam were inquiries need to be taken care of as soon as possible before I submit grades to the registrar. The purpose is to resolve any issue during the term and not wait until the last week of the term. Check your grades routinely in the Blackboard Learning System.

DROPPING THE COURSE:
If you decide it is necessary to drop the course, please adhere to the Academic Calendar on the Registrar's website: http://registrar.unt.edu/registration/spring-registration-guide. Please note that **April 5th at 4:30pm** is the last day for a student to drop a course with consent of the instructor. Also, I do not assign WFs in this course. If you decide to drop by the deadline, you will receive a W (not a WF).

To drop the course, please stop by the Department of Management in BLB 207 (940.565.3140) and ask for a drop slip. The Department Staff have permission to sign the drop slip on my behalf and issue you a W (not a WF). Be prepared to provide them with the course number (MGMT 3850.003), your full name and student ID number. Once you have the completed drop slip, you will walk it to the UNT Registrar for processing.

TEAM LAB POLICIES:
Team lab policies and color printing policies are located in the BLB labs. Violation of the policies could (read will) result in forfeiture of points in this class. Please do not print out the syllabus and handout material in the BLB labs. Project related (research, drafts, Power Point, etc.) printing is permitted.

EUID ACCESS AND PASSWORDS:
Enterprise User Identification numbers (EUID's) and passwords are required to access this course. It is the student's responsibility to maintain a current EUID number and password. Keep in mind that the University will time out passwords every 120 days for security reasons. You may reset your password at https://ams.unt.edu/acctreq.php.

USE OF PERSONAL COMPUTERS:
The student assumes ALL responsibility for the operating condition of personal computers and the functionality of individual Internet connections. The help desk is available to help solve personal computer issues and is located at http://www.unt.edu/helpdesk/. The help desk web page has contact and hours of operations information displayed. In addition, ISP issues will be dealt with on an individual basis and will require documentation. Please modify pop-up blocker software.

USE OF THE BLACKBOARD LEARNING SYSTEM:
The student assumes ALL responsibility for accessing value added content and assignments within the Blackboard Learning System. My office can offer general advice for students possessing basic personal computer (BCIS 2610) and Blackboard Learning System® skills. The Center for Distance Learning has created a Blackboard Learning System® tutorial available at https://ecampussupport.unt.edu/index.cfm?M=Student_Resources&MNU=16&PF=Training/Guides/Guides.

STUDENTS WITH DIFFERENT ABILITIES:
The College of Business Administration complies with the Americans with Disabilities Act in making reasonable accommodation for qualified students with disabilities. If you have an established disability as defined in the Americans with Disabilities Act and would like to request accommodation, *please contact the course professor as soon as possible*. Office hours, locations, phone numbers, etc., are presented above. Note: University Policy requires that students notify their instructor(s) within the first week of class that an accommodation will be needed.

OFFICE OF DISABILITY ACCOMODATION: The course instructor works closely with and conforms to the strict guidelines of the Office of Disability Accommodation. Printed exams will be administered by the ODA at a location agreed upon by the client, the instructor, and ODA staff.

ACADEMIC INTEGRITY:
Academic integrity violations are treated with zero tolerance. Fabrication, falsification, and plagiarism have serious consequences, so do your own work. The process is outlined at this website – http://facultysuccess.unt.edu/academic-integrity and should be read and understood by all students. A zero tolerance policy is followed regarding violations of academic integrity. Stay on the high road!

SCHOLASTIC DISHONESTY POLICY:
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 paragraph or direct quotation, of the published or unpublished work of another person without full and clear acknowledgment. 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.)

The incident will be reported to the UNT Office of the Provost and the investigation will follow the outlined "Academic Integrity Process" as referenced at http://www.vpaa.unt.edu/academic- integrity.htm . If you have engaged 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. This policy is intended to protect the

honest student from unfair competition with unscrupulous individuals who might attempt to gain an advantage through cheating.

***Please Note:** I will use a plagiarism detection service (i.e. Turnitin.com) to scan your final project. This will be done in full compliance with university policy.

UNT COLLEGE of BUSINESS STUDENT ETHICS STATEMENT:**
As a student of the UNT College of Business, I will abide by all applicable policies of the University of North Texas, including the Student Standards of Academic Integrity, the Code of Student Conduct and Discipline and the Computer Use Policy. I understand that I am responsible reviewing the policies as provided by link below before participating in this course. I understand that I may be sanctioned for violations of any of these policies in accordance with procedures as defined in each policy.

I will not engage in any acts of academic dishonesty as defined in the Student Standards of Academic Integrity, including but not limited to using another's thoughts or words without proper attribution (plagiarism) or using works in violation of copyright laws. I agree that all assignments I submit to the instructor and all tests I take shall be performed solely by me, except where my instructor requires participation in a group project in which case I will abide by the specific directives of the instructor regarding group participation.

While engaged in on-line coursework, I will respect the privacy of other students taking online courses and the integrity of the computer systems and other users' data. I will comply with the copyright protection of licensed computer software. I will not intentionally obstruct, disrupt, or interfere with the teaching and learning that occurs on the website dedicated to this course through computer "hacking" or in any other manner.

I will not use the university information technology system in any manner that violates the UNT nondiscrimination and anti-sexual harassment policies. Further, I will not use the university information technology system to engage in verbal abuse, make threats, intimidate, harass, coerce, stalk or in any other manner which threatens or endangers the health, safety or welfare of any person. Speech protected by the First Amendment of the U.S. Constitution is not a violation of this provision, though fighting words and statements that reasonably threaten or endanger the health and safety of any person are not protected speech.

** I did not write this policy which displays terrible use of passive voice, sentence structure issues and other crimes against good writing. All COB courses are required to display this policy.

Student Standards of Academic Integrity
http://policy.unt.edu/sites/default/files/untpolicy/pdf/7-Student_Affairs-Academic_Integrity.pdf

Code of Student Conduct and Discipline
http://conduct.unt.edu/sites/default/files/pdf/code_of_student_conduct.pdf

Computer Use Policy http://policy.unt.edu/policy/3-10

PANDEMIC, DISASTER, OR WEATHER CONDITIONS:
The word "Pandemic" refers to health related emergencies as declared by the proper authorities. The word "Disaster" refers to either natural and man-made activities, or states of emergency affecting the population, as declared by the proper authorities (to include Zombie attacks). Weather conditions are declared by UNT authorities. We will continue to operate through normal Internet connections. Course timing and due dates adjustments will be made as required. I will contact you via Blackboard Learn® or www.My.Unt email platforms. No Carrier Pigeons will be used or harmed in this process. If you miss an assignment or exam, please refer to the class attendance policy.

EMERGENCY ALERTS POLICY:
The University of North Texas has an emergency Notification System, Eagle Alert, which has the capability of calling or text messaging emergency notices. As a student, you may also register with Eagle Alert to receive notification of any warnings or campus closings that are announced. Instructions for enrollment can be found at my.unt.edu. The university's radio station, KNTU 88.1 FM and website http://www.unt.edu, will provide updated information during an emergency situation.

COURSE EVALUATIONS:
This semester, the Department of Management encourages you to complete 2 course evaluations: 1) The College of Business paper evaluation administered in class and 2) the University's online evaluation (formerly known as SETE, now IA). Both of these will be available towards the end of the semester. Once scheduled, I will announce when the College of Business Course Evaluation will be administered. You should receive a separate email from the University regarding their online evaluation.

The evaluations are used to evaluate faculty performance and provide guidance on what can be improved (also tell us what you like!). These are very important to me as you are the reason I'm here. I truly value your feedback and very much appreciate you taking the time to complete the evaluations which will be administered towards the end of the semester. In addition to providing needed information for UNT, the University evaluation also satisfies the requirements of House Bill 2504 that calls for transparence in reporting and posting to the web.

MGMT 3850 – Entrepreneurship
Course Outline - Spring 2016[1]

Week	Date	Topic	Reading/Assignment
1	Jan 20	- Introduction & Overview - Class Introductions - Foundations of Entrepreneurship	Read the syllabus Hand-outs Think About Creating a New Business Text: Chapter 1
2	Jan 27	- Ethics and Social Responsibility - Ideas to Reality - Form Teams	Text: Chapter 2 Text: Chapter 3 Handouts Brainstorm with Team **Chapter One HW Due Today**
3	Feb 3	- Ideas to Reality	Text: Chapter 3 Hand-outs **Chapter Two HW Due Today** **Submit 10 Great Ideas Today** Brainstorm with Team
4	Feb 10	- Feasibility Analysis and - Designing a Business Model	Text: Chapter 4 Handouts Brainstorm with Team **Submit Project Topic** **Chapter Three HW Due Today**
5	Feb 17	- Business Plan and Strategic Plan - Work on Business Plans	Text: Chapter 5 Brainstorm with Team **Peer Evaluations Due Today** **Chapter Four HW Due Today**
6	Feb 24	- **Exam #1 (Material from CH 1-5, lecture, handouts, videos, business plan template, and additional material)** - Forms of Business Ownership	Text: Chapter 6 **Chapter Five HW Due Today**
7	Mar 2	- Building a Powerful Marketing Plan - Work on Business Plans	Text: Chapter 8

[1]This schedule is not absolute. While every effort will be made to follow the schedule as listed, changes may be made as needed. It is your responsibility to be aware of any announced changes.

8	Mar 9	- Presentations Today	**Feasibility Studies Due** **Peer Evaluations Due Today** **Chapter Eight HW Due Today**
9	Mar 16	- Spring Break	University is Closed!
10	Mar 23	- Pricing and Credit Strategies - Work on Business Plans	Text: Chapter 10
11	Mar 30	- Creating a Successful Financial Plan - Work on Business Plans	Text: Chapter 11 **Chapter Ten HW Due Today**
12	Apr 6	- Managing Cash Flow - Work on Business Plans	Text: Chapter 12
13	Apr 13	- **Exam #2 (CH. 6,8,10,11,12, videos, handouts, & business plan template/chapters)** - Sources of Financing	Text: Chapter 13 **Chapter Twelve HW Due Today**
14	Apr 20	- Choosing the Right Location - Global Aspects of Entrepreneurship - Work on Business Plans	Text: Chapter 14 Text: Chapter 15 **Chapter Thirteen HW Due Today**
15	Apr 27	- New Venture Team and Generation Next - Work on Business Plans	Text: Chapter 16 **Chapter Fourteen & Fifteen HW Due Today**
16	May 4	- **Team Business Plans Due** - **CD with Work and Excel Files due today** - **Presentations due today**	Team Project Due Today Team Presentation Due Shirt and Tie Day Peer Evaluations Due Today
17	May 11	- Final Exam Today (Material from CH 13-16, videos, and additional material)	6:30-8:30 pm Room: BLB 250
17	May 16	- Grades Posted in BB.	

I wish you Success and Peace!

Team #_____ **Name_____**

Project: _____ **Signature _____**

PARTICIPATION IN TEAM PROJECT

GRADING SHEET *INSTRUCTIONS*:

* Evaluate the performance of each team member (**starting with you**) using the following criteria.
  Did the individual display initiative while working on project?
  Did the individual attend scheduled meetings?
  Did the individual adequately complete assigned work?
  Did the individual foster team spirit?
  Did the individual contribute to project completion?

* You must distribute a total of [N*100] points among your team members based on each member's overall contribution to the team project. N = the number of individuals on your team. For example, if there are 8 members (**including you**) on the team, then the total number of points that must be distributed among the members of your team is: 8*100 = 800.

* For any team member whose points are significantly above or below the team average (i.e, greater than 110, or less than 85), please make specific comments indicating why the team member received that score.

* Fold the evaluation sheet and return it to the instructor with the finished report.

PERFORMANCE EVALUATION MATRIX

NAME OF TEAM MEMBER		**POINTS ALLOCATED** [Ensure that this column total =[N*100]
1.	Your Name First	Points
2.		
3.		
4.		
5.		
6.		
7.		
8.		

Comments on **Highest** and **Lowest** rated team members.
Please be as specific as possible to explain your rating

Member Name _____

Member Name _____

Member Name _____

Member Name _____

INFORMATION ON BUSINESS PLAN PROJECT

1. Follow the outline provided. Projects generally take a minimum of 250 hours of preparation time and run 30-45 pages for the project part of the plan not including financials. The entire project is spiral bound. There is a lot of business plan software available. Don't spend your time trying to use them. Use the format given in Scarborough as amended in class. It will save you time and help you get the grade you want.

2. Projects should be well thought out and assumptions should be reasonable and clearly delineated in your plan. Consistency is critical. Reading and re-writing is imperative to achieve consistency. All work should be professionally done on a laser printer and I like my Power Point slides 3 to a page.

3. A CD should be included of an EXACT copy of the entire project **and should be affixed to the inside back cover of the project**. I will provide your team with the proper envelope.

4. Make sure the "deal" is clearly defined—How much it will cost, how long it will take, what the payback is, etc.

5. Include a non-disclosure clause on the front page of the project. Exact wording should be "This business plan has been submitted on a confidential basis solely for the benefit of selected, highly qualified investors in connection with the private placement of the above securities and is not for use by any other persons. Neither may it be reproduced, stored, or copied in any form. By accepting delivery of this plan, the recipient agrees to return this copy to the corporation at the address listed above if the recipient does not undertake to subscribe to the offering. Do not copy, fax, reproduce, or distribute without permission."

6. A letter of transmittal should be included immediately behind the confidentiality agreement in your project. It should include:

a. Here's a new venture plan on _____
b. Here's why it's a good opportunity
c. Ask them to read it
d. Tell them how good a deal it is
e. End the "pitch" paragraph with what kind of monetary figure is needed or what you are willing to give them in % ownership interest
f. Thank them
g. Include a telephone number and contact person
h. One group member should sign it

7. Graphics should be included—scanned in, not Xeroxed (charts for market potential or industry growth would be good examples). If something is done "landscape", attach the top in the left margin (exception would be if you have two facing pages where you would want to be able to read both from top to bottom without turning the plan). Organizational charts generally are more desirable than writing out all the information.

8. Photographs are o.k. to include if you have a significantly different product or need to show something unusual about a location. Each photo should take no more than ½ to 1/3 of a page and there should be no more than three pictures in the body of the paper. Others may be included in the appendix.

9. Use 1" margins on the left (for binding) and 1" on other sides. Use ¼ inch indentions for emphasis and bullet points.

10. Use 12 point font, single character spacing and APA parenthetical citation style (end of sentence or paragraph). This will make submission to www.Turnitin.com easier to rectify. You will still create an APA style "Works Cited" section in business plan chapter 15. The appendices will start in chapter 17.

11. Appendix chapter 17—generally anything over one page will go in the appendix. Start with special sections for HR, equipment, market research, etc (numbered). The general appendix will include the first printed page of every reference (on-line) you use to write the business plan. Do not waste your time by scanning in general appendix pages or page numbering the general appendix.

12. Financial forecasts spreadsheets will follow industry models in the library desk references. If you know your assumptions, Revenue and Expenses can tell how you're doing and will influence your financing plan. Written assumptions should be included (footers) to verify from where numbers are derived. Don't forget the break-even and ratio analyses.

13. Evaluation—

- Did you follow the format in the book and as instructed?
- Is it realistic?
- Is it professionally done? Is the grammar and spelling correct?
- Is it well thought out?
- Is it consistent?
- Is the "deal" clearly defined—how much $, for how long, when and how are you going to pay it back?
- Technical
- Artistic
- Absolute ranking

ENTRPRENEURSHIP PROJECT SUBMISSION FORMAT:

1. Clear Plastic cover
2. Card stock with team number and company logo
3. Letter of Transmittal (to Professor _____, and not a memo)
4. Non-disclosure statement
5. Table of Contents (i)
6. Table of Figures (ii)
7. Executive Summary (starting with page 1)
    a. Company logo, address, telephone number, and web site
    b. One point of contact
    c. One signature
    d. Team members' names in textbox footer
8. Business plan as instructed in class
9. Plastic or card stock back cover with spiral bind
10. **CD of Exact Report and Works Cited inside back cover**
    a. Microsoft Word and PDF
    b. Financials in Microsoft Excel and PDF
    c. Minus licenses, permits, forms, floor plan layout, resumes, Infographic, other graphics, brochures, and appendix items

ENTREPRENEURSHIP PROJECT TABLE OF CONTENTS:

1. **The Executive Summary**
    a. Company name, address and telephone number.
    b. Name(s), addresses, and telephone numbers off key people
    c. Brief description of the business, its products and services, customer problems solved, and the company's competitive advantage.
    d. Brief overview of the market for your product and services.
    e. Brief overview of the strategies that will make your company successful.
    f. Brief description of the managerial and technical expertise of key people.
    g. Brief statement of the financial request and how the money will be used.
    h. Charts or tables showing highlights of financial forecasts.
2. **Vision and Mission**
    a. Entrepreneur's vision for the company
    b. "What business are we in?"
    c. Values and principles on which the business stands
    d. What makes the business unique? What is the source of its competitive advantage?
3. **Company History**
    a. Company founding. (You met in class, formed a team, explored options, conducted research, and wrote the BP)
    b. Financial and operating highlights
    c. Significant achievements
4. **Company Products and Services**
    a. Description
        1. Product or service features
        2. Customer benefits
        3. Warranties and guarantees

4. Unique sell proposition (USP)

b. Patent or trademark protection
c. Description of production process (if applicable)
    1. Raw materials
    2. Costs
    3. Key suppliers
    4. Lead times
d. Future product or service offerings

5. Industry Profile and Overview

a. Industry analysis
    1. Industry background and overview
    2. Significant trends
    3. Growth rate
    4. Porter's Five Forces
    5. Drivers of Change
    6. Barriers to entry or exit
    7. Key success factors
b. Outlook for the future
c. Stage of growth (start-up, growth, mature industry?)

6. Competitor Analysis

a. Existing competitors (Primary and secondary)
    1. Who are they? Create a competitive profile matrix from SWOT.
    2. Strengths
    3. Weaknesses
b. Potential competitors (Companies that might enter the market)
    1. Who are they?
    2. Impact on your business if they enter

7. Business Strategy

a. Desired image and position in market
b. Company goals and objectives
    1. Operational
    2. Financial
    3. Other
c. SWOT analysis on firm (With matrix)
    1. Strengths
    2. Weaknesses
    3. Opportunities
    4. Threats (Including Governmental actions)
d. Competitive Strategy (Use *Porter's Generic Model of Competition* and pick a box. Where are you?)
    1. Cost leadership
    2. Differentiation
    3. Focus

8. Marketing Strategy

a. Target market
    1. Problem to be solved or benefit to be offered
    2. Demographic profile
    3. Other significant customer characteristics
b. Customer's motivation to buy
c. Market size and trends
    1. How large is the market?
    2. Is it growing or shrinking? How fast?

d. Personal selling efforts
    1. Sales force size, recruitment, and training
    2. Sales force compensation
    3. Number of calls per sale
    4. Amount of average sale
e. Advertising and promotion
    1. Media used (reader, viewer, listener profiles)
    2. Media costs
    3. Frequency of usage
    4. Plans for generating publicity (free-of-charge)
    5. Sample infographic (tells your story on one page)
    6. Sample brochure
f. Pricing
    1. Cost structure
        a. Fixed
        b. Variable
    2. Desired image in market
    3. Comparison against competitor's prices
    4. Discounts (coupons at initial introduction?)
    5. Gross profit margin
g. Distribution strategy (if applicable)
    1. Channels of distribution used
    2. Sales techniques and incentives for intermediaries
h. Test market results
    1. Surveys (copy of blank survey)
    2. Customer feedback on prototypes
    3. Focus groups
i. Customer orders or letters of support

9. Location and Layout

a. Location
    1. Demographic analysis of location vs target customer profile
    2. Traffic count
    3. Lease/ rental rates
    4. Labor needs and supply
    5. Wage rates
b. Layout
    1. Size requirements
    2. Americans with Disabilities Act compliance (ADA)
    3. Ergonomics issues
    4. Layout floorplan (may use Power Point and print)

10. Description of Management Team

a. Key managers and employees
    1. Their backgrounds
    2. Experience, skills, and know-how they bring to the company
b. Resumes of key managers and employees (not entire team)
c. Future additions to management team
d. Board of directors or advisers

11. Plan of Operation

a. Form of ownership chosen and reasoning (why)
b. Company structure (organization chart)
c. Decision-making authority (major issues or dollar amounts)
d. Compensation and benefits packages

e. Staffing plans

12. The Financial Forecasts

a. Key assumptions
b. Financial statements
    1. **Income Statements** (Monthly year one all on one page, quarterly years 2-3)
    2. **Balance Sheets** (Quarterly years 1-2-3)
    3. **Statements of Cash Flows** (quarterly for years 1-2-3)
c. Break-even analysis
d. Ratio analysis with comparison to industry averages

13. Loan or Investment Proposal

a. Amount requested
b. Purpose and uses of funds
c. Repayment or "Cash out" schedule (exit strategy)
d. Timetable for implementing plan and launching the business (Gantt Chart or similar)

14. **Critical Risks** (What could go wrong and how that is handled)
15. **Works Citied** (APA format)
16. **Licenses, Permits, and Forms** (blank DBA, tax collection, LLC, etc. Everything to open this business.)

17. Appendix

UNIVERSITY OF NORTH TEXAS
Authorization to Release Assignments to Plagiarism Detection Service

Written assignments in this course may be provided to Turnitin, an internet-based plagiarism detection service that is not affiliated with the University of North Texas. If you sign the form, your assignments may be submitted to the service with your name, student identification number, or a team identifying code**. If you do not sign the form, you must provide an identical copy of your assignment with personally identifiable information removed so that the material can be submitted to the service. This authorization is only to allow the instructor to more efficiently manage the course and will expire upon the issuance of a final grade. You are not required to sign this authorization and you will not be penalized if you do not sign the form.

Please print, sign and date the authorization form. Return the form to the instructor upon completion.

I, _____, hereby voluntarily authorize
[**Print Name of Student**]
the instructor in [MGMT 3850 Entrepreneurship] to disclose assignments that contain my name and/or student identification number to an internet-based plagiarism detection service.**

This authorization will remain in effect from the date it is signed until a grade is assigned in this course and does not apply to any other course in which I am enrolled at the University of North Texas.

_____ _____
Student Signature Date

**Note: I will code your submission and remove the report cover if group member names are listed. This is done to protect those going on to graduate school from team members that have plagiarized (whether intentionally or unintentionally).

UNIVERSITY OF NORTH TEXAS
Authorization to Photograph and Use Likeness

I, _____, hereby voluntarily authorize
[**Print Name of Student**]
The instructor or their designate, to take and distribute photographs of me for use in University of North Texas advertisements.

_____ _____
Student Signature Date

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