

# MGMT 3850

## Foundations of Entrepreneurship



**Spring 2022, Online Asynchronous**

**Optional weekly Zoom meeting for questions, mentoring and Q&A (attendance is highly recommended!)**

## Course Syllabus

*The professor reserves the right to edit this syllabus as deemed necessary.*

**INSTRUCTOR:** Dr. Clinton Purtell  
**PHONE:** 469-964-9753  
(Texting is encouraged)  
**FAX:** N/A

**E-MAIL:** [clinton.purtell@unt.edu](mailto:clinton.purtell@unt.edu)  
**OFFICE:** N/A

**OFFICE HOURS:** By Appt. See information below for scheduling appointments.

My office is in Frisco, but most of my appointments are held virtually. **Please contact me via Canvas**, or **schedule an appointment at [www.calendly.com/cpurtell](http://www.calendly.com/cpurtell)** and we can set up a Zoom call if you would like to speak to me directly. I encourage such calls and meetings. **You MUST use Canvas email when sending emails or I will likely not see or respond to your email. Please copy my TA when emailing me to ensure your concern is addressed in a timely manner.**

**VERY IMPORTANT:** If you email or text me, or schedule a meeting with me, you must include your full name, University, and course number when scheduling the appointment or communicating with me by email or text. Meeting requests missing this information will be rejected/not accepted:

*Example: "Jane Doe - UNT – MGMT 3850."*

*Again, failure to do so will result in a decline of the meeting request. This is because I have over 200 students; thus, keep communication easy on both you and I!*

**About Your Professor:** Professor Clint Purtell, PhD is a full-time professor in the UNT Ryan College of Business. He teaches Organizational Behavior, Entrepreneurship, Strategy, and Management, serves as a Faculty Advisor, and conducts research in advanced unmanned aerospace mobility and other entrepreneurship topics. Dr. Purtell is an experienced entrepreneur and corporate executive with significant and current experience in strategy, mergers and acquisitions, operations, supply chain, digital commerce and technology. He was also a successful franchisee in north Texas. He has developed and lead corporate entrepreneurship and strategic endeavors at Southwest Airlines, American Airlines, Dr Pepper/Cadbury Schweppes, Cracker Barrel (CBRL Group), Essilor and other global firms. He also has executive experience as a Director at a government agency.

Dr. Purtell has a BS in International Finance from Oklahoma City University, is a recognized OSLEP scholar from the University of Oklahoma, has an MBA in Operations from Belmont University (Nashville, TN), a PhD in Management and Entrepreneurship from Oklahoma State University, and is an Executive Scholar from Northwestern University, Kellogg School of Business. He has lectured at numerous international institutions including Harvard, Oxford, and INSEAD and has traveled to, conducted business, and managed various company divisions in more than 30 countries across the globe. Dr. Purtell is an Oklahoma Choctaw (Native American) and is a registered member of the Choctaw Nation of Oklahoma.

**INTRODUCTION:** 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 opportunity identification, a feasibility analysis and business plan overview.

## **COURSE OBJECTIVES:**

This course is designed to help you achieve the following objectives:

- 1) Improve skills at working collaboratively with a multidisciplinary team.
- 2) Know and understand the basic theory and principles of entrepreneurship and small business management.
- 3) Conduct a feasibility study and prepare a business plan.
- 4) Formulate and understand the process of building a strategic business plan.
- 5) Conduct and prepare an industry and competitive analysis.
- 6) Evaluate and address small business managerial, marketing, operations, and financial problems.
- 7) Work effectively with peers to develop and recommend specific, effective solutions to entrepreneurial problems.
- 8) Learn the basics of new venture resource acquisition, as well as the art of the business pitch.
- 9) Learn how to deal effectively as entrepreneurial consultants.
- 10) Develop and refine critical thinking, business writing, and presentation skills.

**REQUIRED TEXTBOOK:** Barringer, B. R.; Ireland, R. D. (2019). *Entrepreneurship: Successfully launching new ventures. Sixth Edition.* Pearson Education. **(Note: We WILL use MyLab in this course. The eBook and MyLab resources are required this semester).**

## **CANVAS AND ANNOUNCEMENTS:**

**CANVAS.** This course will make extensive use of an online software system you are probably very familiar with already called Canvas. It is your responsibility to keep up with material, instructions, announcements, e-mails, and grade postings that will be made available to you throughout the short summer semester in Canvas. As a general rule, all assignments will be submitted through Canvas.

**Tutorial for CANVAS and Zoom.** To help those students who are new to Canvas or who would like to improve their knowledge of the system, here is a link that will help. An introduction to Zoom is also available: <https://online.unt.edu/learn>

**ANNOUNCEMENTS.** The Announcements section on Canvas provides official bulletins and communications from the instructor. Since the Announcements section is an "official site" within Canvas and part of the course, you are responsible for knowing the information there. As always, the instructor accepts and replies to regular e-mail ([clinton.purtell@unt.edu](mailto:clinton.purtell@unt.edu)) on any course-related matter. However, the fastest way to reach me is by text at 469-964-9753. NOTE: If you text or email me, you must introduce your message with the convention:

*Jane Doe - UNT – MGMT 3850*

**Texts and emails that do not contain the noted introduction will not be answered. I typically respond to all texts within 24 hours – usually much sooner than that.**

***Emails to the class will be sent through Canvas. The default email address in the system is your UNT account. If necessary, please change your email address to ensure that you receive all class communications.***

## **METHOD OF INSTRUCTION:**

This class will be an online course. Classes will not meet in-person but will be supplemented by online materials as well as an optional weekly Zoom meeting. The current approach is supported by UNT's Canvas software system, and it will be conducted using Textbook-based Lecture Presentations, Narrated Lecture

Presentations, Guest Speakers (when available), Individual Examinations, Online Homework and Quizzes, and a Team-based Term Project Assignment. Teams will be formed within the first few days of class. We may have an occasional speaker visit with the class. If this occurs, a set day and time will be shared in advance. Although this is hybrid class, as a matter of courtesy we expect full attendance by all students for a guest speaker's presentation, if at all possible.

## PERFORMANCE EVALUATION AND GRADING

Your grade in this course will be determined by your performance on one individual project, two exams, and four team assignments. The point distribution is as follows:

### INDIVIDUAL ASSIGNMENTS: CUMULATIVELY WORTH 67% of total grade

1) Weekly Chapter Readings and Homework	30%
2) Chapter Quizzes	10%
3) Mid-Term and Final Exams (10% each)	20%
4) Peer Reviews (Individuals and Assigned Groups)	6.7%
<hr/>	
<b>Individual Subtotal</b>	<b>67%</b>

### TEAM ASSIGNMENTS: CUMULATIVELY WORTH 33% of total grade

5) Initial Opportunity Identification PowerPoint Summary	6.7%
6) Feasibility Analysis	6.7%
7) Initial Business Plan	6.7%
8) Business Pitch	6.7%
9) Group Contract	6.7%
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<b>Team Subtotal</b>	<b>33%</b>

**Total Class Points      100%**

**LETTER GRADE EQUIVALENT:** These scores already include an adjustment for 'rounding'

A = 89.5% - 100%

B = 79.5% - 89.4%

C = 69.5% - 79.4%

D = 59.5% - 69.4%

F = 59.4% or below

**POSSIBLE POINT SUBTRACTIONS:** There are two assignments that are required which will result in a loss of points if you do not submit them by the deadline. Please make sure you turn these in on time. Additionally, points will be deducted

- Late Team Assignment -25 Points
- Late Team Contract -25 Points

**POSSIBLE EXTRA CREDIT POINTS:** The instructor may from time to time provide opportunities for extra points that comply with University policy. The instructor will announce if and when these opportunities arise.

### **LATE WORK POLICY - SPECIAL NOTE: PLEASE READ THIS!!**

ASSIGNMENTS ARE POSTED WEEKS IN ADVANCE OF THEIR DUE DATE (WITH THE EXCPETION OF WEEK 1). YOU HAVE AMPLE TIME TO COMPLETE ALL/ANY ASSIGNMENT. **ABSOLUTELY NO LATE WORK IS ALLOWED!!** I STRONGLY RECOMMEND NOT WAITING UNTIL ASSIGNMENTS ARE DUE TO START WORKIN ON THEM. COMPLETE THEM AND TURN THEM IN **BEFORE** THEY ARE DUE, NOT AT THE LAST MINUTE WHEN THEY ARE DUE. SEE THE COVID POLICY BELOW IF YOU HAVE A COVID RELATED EVENT, INCLUDING CONTACTING THE COVID HOTLINE **PRIOR TO THE ASSIGNMENT/QUIZ/TEST DUE DATE**. I MUST RECEIVE EVIDENCE YOU HAVE CONTACTED THE HOTLINE BEFORE ANY EXCEPTION IS MADE.

*(The UNT COVID Hotline can be reached at 844-366-5892 or [COVID@unt.edu](mailto:COVID@unt.edu).)*

PLEASE DO NOT ASK FOR EXTENSIONS ON HOMEWORK OR ASSIGNMENTS.

## **DESCRIPTION OF INDIVIDUAL PROJECT AND EXAMS**

### **WEEKLY MYLAB ASSIGNMENTS AND HOMEWORK:**

Each week, students will be required to prepare for class by completing the required readings, chapter assignments and homework. Canvas and MyLab assignments and homework count 450 total points toward your final grade. All work must be completed prior to midnight before class to ensure students are prepared for lectures and discussions. Late work will NOT be allowed.

### **WEEKLY MYLAB QUIZZES:**

Each week, students will be required to prepare for class by completing a required chapter quiz. MyLab quizzes count 150 total points toward your final grade. All work must be completed prior to midnight before class to ensure students are prepared for lectures and discussions. Late work will NOT be allowed.

### **EXAMINATIONS:**

There will be **two exams** this semester, each worth 100 points towards your final grade. The first (midterm) will cover chapters 1 – 8; the last (final) will cover all chapters (1-15).

The exams will be administered on Canvas, and once the exam is started the student will have a specified period of time to complete all the questions. Please be sure to prepare an environment for yourself that is conducive to taking the exam (i.e., quiet, free from distraction, reliable and consistent internet connection).

**Browser Lockdown.** Each student will be required to access and take the exams using a lockdown browser.

*For example: <https://clear.unt.edu/supported-technologies/respondus-lockdown-browser>*

If you experience problems with your browser or with Canvas during your exam please call or email the student help desk. That number is 940-565-2324 and the email is [helpdesk@unt.edu](mailto:helpdesk@unt.edu). Technical difficulties will be resolved as they appear. The University computer techs can determine exactly what has taken place and will advise the instructor of the outcome (your ISP, our ISP, Canvas Learning System, student unplugged the phone line, etc.). The instructor will make a determination to allow you to continue or not based on that advice, University policy, applicable law, and past practice.

*Following standard university policy on academic dishonesty, you are not allowed to use or access any notes, websites, or any other form of support materials or communications with others during the exam. You are also not allowed to take a photograph of or share any aspect of the exam with anyone at any time during or after the semester. Finally, you are not allowed to access any computer code related to the exam or the Canvas shell on which the exam is published.*

## DESCRIPTION OF TEAM PROJECTS

**ASSIGNED GROUP PROJECT EVALUATIONS:** Students will be required to complete peer reviews of other groups presentations. Peer reviews will be completed using online forms/Rubrics in Canvas. Thus, a laptop or electronic device capable of accessing the internet will need to be available during all class sessions. Peer reviews count towards your final grade.

**TEAM/GROUP CONTRACT:** Each team is required to submit a team contract. Failure to submit the team contract on- time will result in an overall deduction of points from the respective team member. Details are provided in the assignment instructions in Canvas.

Students will be assigned to teams at the beginning of the semester, and each team will work on developing a start-up opportunity. Opportunities may be either small businesses or corporate (entrepreneurship). There will be four (4) team deliverables, including PowerPoint presentations, written summaries, and actual pitches.

**TEAM PROJECT 1: INITIAL OPPORTUNITY IDENTIFICATION.** This assignment requires each team to gather research materials and use a variety of tools to identify an “opportunity” within a specific “industry.” The team must determine if the opportunity is created or discovered. An overview of the opportunity, business model, target market, structure, resource requirements and other details will be detailed. The presentation will be either posted in Canvas for class review, or presented in class.

### TEAM PROJECT 2: FEASIBILITY ANALYSIS

This assignment requires each team prepare a feasibility analysis utilizing templates from our textbook, as well as other tools reviewed in class. This will be a multi-step project to include a basic market survey, minimum viable product assessment and pivot determination. Templates and summary will be uploaded to Canvas for the professor’s review.

**TEAM PROJECT 3: Initial Business Plan.** This assignment requires each team to prepare an initial business plan based on learnings from the textbook, lectures and other materials reviewed in the class. Rubrics are provided to guide teams in the preparation of their business plans.

**TEAM PROJECT 4: Business Pitch.** This assignment requires each team to prepare a business pitch they deem appropriate to 1) present to actual investors or 2) submit to a business plan competition. Extra credit may be offered to teams who choose to enter local, regional or national pitch competitions. Rubrics are provided to guide teams in the preparation of their business plans. Group pitches will be peer reviewed.

### GROUP PROJECT EXTRA CREDIT (READ THIS!!!):

**“TOP TWO” CASE PITCH AWARDS (2.5% of your overall grade, peer adjusted).** The two group presentations receiving the highest scores on peer reviews will be awarded 2.5 % extra credit for the semester (for all Team/Group members, subject to peer evaluations).

### REGISTRATION AND PARTICIPATION IN A REGIONAL/LOCAL/NATIONAL COMPETITIVE PITCH

**COMPEITION. (5% of your overall grade, peer adjusted)** Any Group who registers for (and participates in\*) a competitive pitch competition during the semester will receive a significant extra credit award. \*SEE DR PURTELL FOR MORE DETAILS!

**\*\*\*OPTIONAL INDIVIDUAL EXTRA CREDIT (1.5%):** Since we don’t have an opportunity to interact, I would like the opportunity to meet you 1:1 and learn more about your background and interests.

Your success as a student and future professional/UNT alumni is of the utmost importance. I have an open-door policy, am always available for questions, and am available to help. Students have a chance to earn 15 extra credit/additional points (worth a 1.5% improvement of your overall grade) by scheduling a 1:1 with the professor (and attending, as scheduled) over the phone/Facetime/Zoom/Skype. Discussions can include classwork, questions about the supply chain function, or other relevant topics of importance to you. To schedule an appointment, [go to www.calendly.com/cpurtell](http://www.calendly.com/cpurtell). Typical appointments average 10-30 minutes. **VERY IMPORTANT: You must include your full name, University, and course number when scheduling the appointment.**

**Example: "Jane Doe - UNT – MGMT 3850." Failure to do so will result in a decline of the meeting request.**

Additionally, failure to show for a scheduled meeting will result in a cumulative 50% reduction in total possible points for each missed meeting. Please notify the professor and cancel your scheduled meeting if you will be unable to attend as scheduled to avoid a reduction in points.

### **INDIVIDUAL INVOLVEMENT IN TEAM/GROUP ACTIVITIES**

**TEAM FORMATION:** Team assignments in the course make up a significant portion of your grade. In this course, teams are formed by the instructor to create a mix of majors necessary to integrate and share cross-disciplinary knowledge. **Team leaders are asked to volunteer at the very beginning of the semester. Teams who fail to assign team leaders will likely not perform well during the semester.**

Each team will consist of approximately 3-5 team members depending on the registered number of students in the class.

**TEAM CONTRACT:** Each team will prepare a team contract as described in Canvas. This contract will serve as the foundational agreement driving participation in and interaction of team members during team project.

**TEAM MEMBER PEER EVALUATIONS: (This is important because it can significantly affect your overall individual grade)**

Your involvement and interaction in team activities and contribution to assignments will be evaluated by your peers using a Peer Evaluation process and following the team contract. Team member assessments will be based on, a) Your ability to foster team spirit and display initiative while working on the project, b) Your timely attendance at scheduled meetings (likely virtual meetings), c) Your participation in group discussions, and d) Your completion of assigned work and contribution to project completion (content quality and timeliness).

Peer evaluations will be completed at the end of EACH TEAM PROJECT/ASSIGNMENT. The peer evaluation will include the evaluation of every other team member. Each student will submit their evaluation to the team lead as well as submit a copy into a form online. The average scores per team member will be used to adjust individual grades of each team member. The collective team peer evaluations will be due **the same day** that the final Team/Group assignment is due. Team grades will not be posted until the peer evaluations have been submitted.

### **HOW PEER EVALUATIONS CAN AFFECT YOUR INDIVIDUAL GRADE:**

After each team Assignment, team members will evaluate each other. The score is out of 100%, and it will be a factor that is directly applied to your individual score. If your peers award you 100% on all the evaluation metrics, you will receive the full grade for the assignments awarded to the team. However, if your peers award you a lower percentage, **that percentage is multiplied by the team grade to reflect your own grade portion**



for that specific team assignment.

**Example:** Assume the team grade is 100 points. You're awarded 100% by your peers. Your grade is 100 points.

Assume the team grade is 100, but you are awarded 75% by your peers. Your grade is only 75 points!!

SUGGESTIONS ABOUT YOUR TEAMS: SOME TEAMS REQUIRE STRUCTURE, PLANNED MEETINGS, REGULAR COMMUNICATION AND ORGANIZATION. IN FACT, HIGH PERFORMING TEAMS IN THIS CLASS ARE THOSE WHO 1) SET REGULAR WEEKLY MEETINGS, 2) DO NOT PROCRASTINATE OR WAIT UNTIL DEADLINES TO DO WORK, 3) SET ROLES AND RESPONSIBILITIES FOR ASSIGNMENTS AND TRACK ACCOUNTABILITY OF EACH TEAM MEMBER, AND 4) GRADE EACH OTHER FAIRLY BUT CRITICALLY ON PEER REVIEW ASSESSMENTS. FINAL SCORES SHOULD NOT BE SURPRISES, AND SHOULD BE UNDERSTOOD BY THE TEAM LEAD PRIOR TO FINAL SUBMISSION. SET GROUND RULES AND AGREE WHAT EARNS A FULL-100 POINT PEER REVIEW, OR WHAT DOES NOT.

MANY STUDENTS WILL TRY TO AVOID CONFLICT AND GIVE ALL TEAM MEMBERS 100 POINTS ON PEER REVIEWS. THIS IS NOT ADVISED. SIMILAR TO THE REAL-WORLD, YOU ARE REINFORCING THE BEHAVIOR YOU SCORE 100 POINTS FOR AS "PERFECT BEHAVIOR." IN OTHER WORDS, IF A TEAM MEMBER DOES NOT DO THEIR WORK, IS DISRUPTIVE, OR DOES NOT HOLD THEMSELVES ACCOUNTABLE AND YOU GIVE THAT PERSON A 100 POINT RATING, YOU ARE TELLING THEM THEIR BEHAVIOR IS COMPLETELY FINE!!

**NOTE:** Any team member may request that the instructor arbitrate team ratings. If arbitration is requested, it will only be conducted when all relevant team members are available to meet by phone or zoom, and the decision of the instructor will be final. IT IS IMPORTANT THAT ANY CONCERNS WITHIN A TEAM BE BROUGHT TO THE PROFESSOR'S ATTENTION AS SOON AS NEEDED.

**WORKING OUT PROBLEMS WITH TEAM DYNAMICS:** It is very important that you communicate openly with your teammates during the peer review process and try to resolve problems before you give someone else a lower score. These scores can *significantly* affect someone's grade, so do not take this responsibility lightly. Lower peer scores should only be given if the situation has not been resolved and further efforts need to be taken to raise awareness that changes in behavior are needed. If teams cannot work out behavioral problems by themselves, then they should contact the instructor for a final resolution. But be aware that the instructor reserves the right to ask one or more of the team members to leave the team and be responsible for a different case study from scratch by him or herself. This is a very difficult and time-consuming path that a student will not want to pursue, so we highly suggest you learn how to maintain good and harmonious team interactions.

**SUBMISSION DEADLINES:** Each assignment submission date is posted in Canvas. It is your responsibility to submit and validate your submission in Canvas. If your submission is late for any reason you will receive a zero grade on the submission (individual or team). If there is some issue with the system you may temporarily send the instructor your submission via email through Canvas, but it must be sent on or before the deadline.

**\*\*\*OPTIONAL WEEKLY (LIVE) ZOOM SESSIONS:** Many entrepreneurship students have questions about their term projects, concepts learned in this course, or other items. Thus, I will host an optional weekly Zoom seminar (live) on Friday mornings. Attendance is optional, but HIGHLY encouraged. I will end the meeting after 10 minutes if no one joins up to that point.

*Many students choose not to attend, but later tell me they wish they had. We will discuss many things about project, items in the chapter, quizzes, etc. Again, I HIGHLY encourage you to attend as you may learn something new!*

### ANTICIPATED CLASS SCHEDULE

\*(subject to change at discretion of the Professor or as determined by class/University needs)

Chapter	Week Beginning	Topics
1	17-Jan	Intro to Entrepreneurship
2	24-Jan	Recognizing Opportunities and Generating Ideas
3	31-Jan	Feasibility Analysis - <i>Team Deliverable #1 Due</i>
4	7-Feb	Developing a Successful Business Model
5	14-Feb	Industry and Competitor Analysis
6	21-Feb	Writing a Business Plan - Team Deliverable 2 Due
7	28-Feb	Preparing the Proper Legal and Ethical Foundation
8	7-Mar	Assessing a New Venture's Financial Strength and Viability - <i>Mid-Term Week</i>
	14-Mar	SPRING BREAK - NO CLASS!
9	21-Mar	Building a New Venture Team
10	28-Mar	Getting Financing or Funding
11	4-Apr	Unique Marketing Issues - Team Deliverable 3 Due
12	11-Apr	The Importance of Intellectual Property
13	18-Apr	Preparing for and Evaluating the Challenges of Growth - <i>Team Deliverable 4 Presentations Due</i>
14	25-Apr	Strategies for Firm Growth
15	2-May	Franchising
All Chapters	9-May	<i>Finals Week</i>



## IMPORTANT ADDITIONAL INFORMATION AND POLICIES

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**SUNDOWN POLICY:** You have one week (from the date a grade is posted) to inquire about or to appeal your grade after which no appeals will be entertained. The purpose of this policy is to resolve any issues promptly during the term. Each assignment builds on the next, so it is important to stay on top of each assignment and your grade. Please check your grades every week!

**POLICY FOR MAKE-UP EXAMS:** If you miss an exam because of a university excused absence (e.g., hospitalization, contagious disease, religious holiday, death in the family), and would like to take a makeup exam, ***you must provide the instructor with evidence supporting the excuse***. All make-up examinations will be coordinated with the instructor. **You must notify the instructor of any COVID-related conditions prior to any exam deadline if you believe it will prevent you from meeting the deadline. I will not extend deadlines AFTER the deadline as passed.**

**REFERENCES AND CITATIONS:** **Plagiarism** includes the use of data or ideas that are not your own without the appropriate acknowledgement of the source. Individual and team assignments are research oriented and will require the use of references and citations. The format requires each submission to include an APA formatted reference list at the end of each submission. For convenience, we accept students using an 'end note' format where citations are referenced using a number, e.g., (1), in the text, with that number referring to a specific reference listed in the back of the document. The references should be listed in numerical order in the back of the deliverable. Any evidence provided in a written submission that is not your own thought or common knowledge must include a citation and reference. Instructions are provided in the lecture and in assignment instructions. Students who do not provide the appropriate use of citation and references could receive a deduction in points.

**ONLINE SWOT ANALYSES:** There are sites on the web where you can see SWOT analyses for a large number of different companies that were created by students or folks at other universities or institutions. Often, these analyses are wrong, and they are certainly out of date given the pandemic. We are aware they exist, and we check your answers to make sure they do not match the online SWOT answers. If they do (which is plagiarism), you could have your grade reduced to "0" (zero) and possibly also cause your teammates to get an F for a major assignment. **DO NOT USE THESE SITES.**

**ACADEMIC DISHONESTY:** Students caught cheating or plagiarizing may receive a "0" for the assignment or exam. Additionally, the incident will be reported to the Dean of Students, who may impose further a penalty, including course failure and inability to graduate. According to the UNT catalog, the term "cheating" includes, but is not limited to, a) Use of any unauthorized assistance in taking quizzes, tests, or examinations, b) Dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments, c) The acquisition, without permission, of tests or other academic material belonging to a faculty or staff member of the university, d) Dual submission of a paper or project, or resubmission of a paper or project to a different class without express permission from the instructor(s), or e) Any other act designed to give a student an unfair advantage. The term "plagiarism" includes, but is not limited to, a) The knowing or negligent use by paraphrase or direct quotation of the published or unpublished work of another person without full and clear acknowledgment, and b) The knowing or negligent unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials.

**UNACCEPTABLE STUDENT BEHAVIOR:** Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunities to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be referred to the Dean of Students 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. The Code of Student Conduct can be found at <http://deanofstudents.unt.edu>.

**ACCESS TO INFORMATION – EAGLE CONNECT:** Your access point for business and academic services at UNT occurs within the my.unt.edu site (<http://www.my.unt.edu>). All official communication from the university will be delivered to your Eagle Connect account. For more information, please visit the website that explains Eagle Connect and how to forward your e-mail: <http://eagleconnect.unt.edu/>

**ADA STATEMENT:** The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking reasonable accommodation must first register with the Office of Disability Access (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with a reasonable accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course.

You may request reasonable accommodations at any time; however, ODA notices of reasonable 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 reasonable accommodation for every semester and must meet with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of reasonable accommodation via email attachment, 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, refer to the Office of Disability Access website at <https://disability.unt.edu>. You may also contact ODA by phone at (940) 565-4323.

**COVID-19 POLICY AND CLASS ATTENDANCE:** Students are expected to attend every in-person class meeting and to abide by the attendance policy established for the course. For online courses, student are expected to complete work on time and exhibit a high level of quality and effort into any group/team activities. It is important that you communicate with the professor and the instructional team prior to being absent, so you, the professor, and the instructional team can discuss and mitigate the impact of the absence on your attainment of course learning goals. Please inform the professor and instructional team if you are unable to attend class meetings because you are ill, in mindfulness of the health and safety of everyone in our community.

If you are experiencing any symptoms of COVID-19 (<https://www.cdc.gov/coronavirus/2019-ncov/symptoms-testing/symptoms.html>) please seek medical attention from the Student Health and Wellness Center (940-565-2333 or [askSHWC@unt.edu](mailto:askSHWC@unt.edu)) or your health care provider PRIOR to coming to campus. UNT also requires you to contact the UNT COVID Hotline at 844-366-5892 or [COVID@unt.edu](mailto:COVID@unt.edu) for guidance on actions to take due to symptoms, pending or positive test results, or potential exposure. While attendance is an important part of succeeding in this class, your own health, and those of others in the community, is more important.

Remote instruction may be necessary if community health conditions change or you need to self-isolate or quarantine due to COVID-19. If you need to self-isolate, please contact the covid hotline described above then the instructor so that he/she can arrange alternative instruction for the period you are isolated or quarantined.

**POLICY ON FACE COVERINGS:** UNT encourages everyone to wear a face covering when indoors, regardless of vaccination status, to protect yourself and others from COVID infection, as recommended by current CDC guidelines. Please be aware that face covering guidelines could change based on community health conditions and/or changes to public policy.

**ASSIGNMENT POLICY:** Due dates for each assignment are clearly posted in Canvas and on the last page of this syllabus. Team projects should be submitted in a compatible MS Office software per the statement below. All assignments will be submitted through Canvas.

**SERVER AVAILABILITY.** The University is committed to providing a reliable online course system to all users. However, in the event of any unexpected server outage or any unusual technical difficulty which prevents students from completing a time sensitive assessment activity, the instructor will extend the time windows or provide an appropriate accommodation based on the situation. Students should immediately report any problems to the instructor and contact the UNT Student Help Desk: [helpdesk@unt.edu](mailto:helpdesk@unt.edu) or 940.565.2324 and obtain a ticket number. The instructor and the UNT Student Help Desk will work with the student to resolve any issues at the earliest possible time.

### **REQUIRED ACCESS TO SOFTWARE AND HARDWARE.**

**Microsoft Office Suite® and Adobe PDF Reader are the official software packages for this class.** You are enrolled in a College of Business class therefore, you may obtain a free-of-charge copy at <https://cob.unt.edu/students/microsoft-campus-licensing-agreement>. Please **do not send me assignments in Pages®, Word Perfect®, or linked to Google Docs®**.

You will also need access to a **Windows or Apple compatible PC/ Tablet/ Smartphone** connected to an electrical source and the Internet. Campus access labs are also fully equipped.

**REQUESTS FOR PROFESSIONAL OR GRADUATE SCHOOL RECOMMENDATIONS:** If you receive an “A” or a “B” in this class, I will gladly provide a letter of recommendation to help you get a good job or be accepted into a graduate school after the semester ends. However, if you receive a C in my class, I’m not sure I would be in a position to provide as good a recommendation as you might prefer. If you expect you may want me to write you such a letter, please introduce yourself early in the semester so I can get to know you a little bit and track your progress. During the Fall and Spring semesters, I usually have hundreds of students, so it is difficult to write much about you if I don’t know you.

**END OF SEMESTER GRADE CHECK:** Once I have the final scores and grades posted in Canvas at the end of the semester, please make sure I have entered them correctly. If you believe there might be a mistake, politely bring it to my attention before I submit final grades to the registrar. If we find that a mistake has been made after grades have been submitted, we can submit a grade change request, but it will take weeks to be processed. I reserve the right to curve grades for certain assignments as deemed necessary throughout the semester.

### **REQUIRED ACCESS TO TEXTBOOK, SOFTWARE, AND HARDWARE:**

Required Textbook - Barringer, B. R.; Ireland, R. D. (2019). *Entrepreneurship: Successfully launching new ventures. Sixth Edition.* Pearson Education. (**Note: We WILL use MyLab in this course**).

**Zoom, Microsoft Office Suite® and Adobe PDF Reader are the official software packages for this class.** You are enrolled in a College of Business class therefore, you may obtain a free-of-charge copy at <https://cob.unt.edu/students/microsoft-campus-licensing-agreement>. Please do not send me assignments in Pages®, Word Perfect®, or linked to Google Docs®.

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