

UNIVERSITY of NORTH TEXAS
G. BRINT RYAN COLLEGE OF BUSINESS

COURSE ID AND TITLE

MGMT 3850 – Foundations of Entrepreneurship
Sections 404 – Fall 2025 – Online

INSTRUCTOR CONTACT INFORMATION

Name: Professor Jon McCarry
Office: 150H Business Leadership Building
Phone: 940-369-5246 Office; 940-565 2426 Fax
Email: Jon.McCarry@unt.edu. Please do **NOT** contact me through Canvas.
Email checked daily except Sunday.
Open Office Hours: **Mondays and Fridays: 9:00 – 11:30 am.**
Microsoft Teams link ([here](#))
Meeting ID: 266 232 834 529 2
Passcode: XK3gT9b2

COMMUNICATION EXPECTATIONS

Assignment and Exam due dates will be clearly stated on the course schedule, under each online category, and within the module system. You can expect returned grades and comments (if any) within seven to ten days.

Online communication with other students (if any) is expected to be respectful and bias-free. Please follow the tips expressed in this link. <https://clear.unt.edu/online-communication-tips>.

I may communicate with you using Microsoft Teams® where web cameras must be turned on to verify your identity as per FERPA. Email permission must be granted to me if others on your end can overhear our discussion. We will not examine the class grade book, but may discuss your grades via a supplemental spreadsheet.

In addition, we will use Canvas course announcements to deliver messages to your default email account such as EUID@unt.edu, EUID@my.unt.edu, or EUID@students.unt.edu. You can expect a response within 24 hours. It is your responsibility to check your default e-mail account three times weekly. Remember, I do not have administrative access to change your default e-mail account. Only you can make changes. Please consider the following example.

To: Jon.McCarry@unt.edu
From: Good.Student@my.unt.edu
Title: MGMT 3850.00x Question About the Industry Assignment.

Dear **Mr. McCarry**:

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May I use Porter's Generic Model of Competition to position my project? Best, G.S.

WELCOME TO UNT!

As members of the UNT community, we have all made a commitment to be part of an institution that respects and values the identities of the students and employees with whom we interact. UNT does not tolerate identity-based discrimination, harassment, and retaliation. UNT's full Non-Discrimination Policy can be found in the UNT Policies section of the syllabus.

COURSE DESCRIPTION

Foundations of Entrepreneurship (MGMT 3850): Emphasis on developing effective entrepreneurial skills, analytical abilities, market analysis capabilities, and understanding of principles of successful entrepreneurial actions. Includes preparation of a multi-part feasibility study.

COURSE STRUCTURE

This course will be taught online during a regular long semester. We will cover 14 chapters as outlined on the course schedule. Modules in the course will be conducted using the textbook, research, videos, articles and cases. 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.

COURSE PREREQUISITES OR RESTRICTIONS

The course is open to non-business majors. I recommend Writing Composition, MGMT 3660, and MGMT 3820 as foundation courses.

COURSE OBJECTIVES BASED ON BLOOM'S TAXONOMY

At the end of the course, the student should be able to:

1. Identify (comprehension) and Recall (knowledge) the basic principles of entrepreneurship and small business management;
2. Demonstrate (application) an understanding of basic business models;
3. Critique (evaluation) and review business articles on assigned topics;
4. Interpret (application) industry, market, and customer research;
5. Prepare (analysis) a five-part feasibility analysis;
6. Produce (application) the feasibility Industry/ Market analysis;
7. Assemble (synthesis) the Product/ Service feasibility analysis;
8. Illustrate (analysis) and Describe (comprehension) the Business Model analysis;
9. Evaluate (evaluation) the probability of success in the Financial and Self/

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Organization feasibility analyses;

10. Recognize (knowledge) the advantages of intellectual property and building the right organization; and
11. Describe (comprehension) the process of implementing a strategic plan for internal or external growth.

REQUIRED ACCESS TO TEXTBOOK AND SOFTWARE

Barringer, B.R., and Ireland, R.D. (2025). Entrepreneurship: Successfully Launching New Ventures (7th. Ed.). 221 River Street, Hoboken, NY: Pearson Education Inc. ISBN 13: 978-0-13-809182-8. (Additional readings, cases, and exercises will be distributed in class). MyLab is **NOT** required in these sections. I recommend renting the textbook.

Microsoft Office Suite® is the official software package for this class. You are enrolled in a College of Business class; therefore, you may obtain a free-of-charge copy of MS Office Suite at: <https://aits.unt.edu/support/office365apps>. Reset the default font to Arial for assignments in this class. Mac and Apple users will need to download the Respondus Lockdown browser from the Apple Store.

Do not send me assignments in PDF, HEIC, HTML, Pages®, Word Perfect®, linked to Microsoft 365®, linked to Sharepoint.com®, linked to One Note®, linked to iCloud®, or linked to Google Docs®.

TEACHING PHILOSOPHY

My approach to teaching Entrepreneurship is through theory and application. Students will be guided through industry research and creating a business for the feasibility analyses. Students will learn what it takes to run a profitable business. I will teach you practical skills sets that transfer to employment.

COURSE TECHNOLOGY AND SKILLS

You will also need access to a **Windows or Apple compatible PC/ Tablet/ Smartphone** connected to an electrical source and the Internet. Additional requirements include a screen, web cam, microphone, keyboard, mouse, speakers, printer, and video codec software. Most computers less than five years old have the necessary codec software. Campus access labs (Perches) are also fully equipped.

Course-specific technical skills learners must have to succeed in the course include:

- Using Canvas
- Using email with attachments
- Downloading and installing software
- Using spreadsheet programs
- Uploading completed Word and Excel assignments to Canvas

TECHNICAL ASSISTANCE

Part of working in the online environment involves dealing with the inconveniences and frustration that can arise when technology breaks down or does not perform as expected. Here at UNT we have a Student Help Desk that you can contact for help with Canvas or other technology issues.

UIT Help Desk: [UIT Student Help Desk site](http://www.unt.edu/helpdesk/index.htm) (<http://www.unt.edu/helpdesk/index.htm>)

Email: helpdesk@unt.edu

Phone: 940-565-2324

In Person: Sage Hall, Room 130

Walk-In Availability: 8am-9pm

Telephone Availability:

- Sunday: noon-midnight
- Monday-Thursday: 8am-midnight
- Friday: 8am-8pm
- Saturday: 9am-5pm

Laptop Checkout: 8am-7pm

RULES OF ENGAGEMENT (Discussions Posts)

Rules of engagement refer to the way students are expected to interact with each other, the instructor, and the TA (if any). Here are some general guidelines:

- While the freedom to express yourself is a fundamental human right, any communication that utilizes cruel and derogatory language on the basis of race, color, national origin, religion, sex, sexual orientation, gender identity, gender expression, age, disability, genetic information, veteran status, or any other characteristic protected under applicable federal or state law will not be tolerated.
- Treat your instructor and classmates with respect in any communication online or face-to-face, even when their opinion differs from your own.
- Ask for and use the correct name and pronouns for your instructor and classmates.
- Speak from personal experiences. Use “I” statements to share thoughts and feelings. Try not to speak on behalf of groups or other individual’s experiences.
- Use your critical thinking skills to challenge other people’s ideas, instead of attacking individuals.
- Avoid using all caps while communicating digitally. This may be interpreted as “YELLING!”
- Be cautious when using humor or sarcasm in emails or discussion posts as tone can be difficult to interpret digitally.
- Avoid using “text-talk” unless explicitly permitted by your instructor.
- Proofread and fact-check your sources. Keep in mind that online posts can be permanent, so think first before you type.
- We don’t steal ideas from others.

COURSE REQUIREMENTS

Your grade in this course will be determined by your performance on a syllabus quiz, three exams, five individual feasibility/ business model submissions, and two article reviews. Your grade will be calculated by adding the points earned (not percentage). The point distribution will be as follows:

Element	Points
Syllabus Quiz (SQ)	20
Article Review (2 each @ 15)	30
Industry Feasibility Analysis	30
Product Feasibility Analysis	30
Business Model Analysis	30
Financial Feasibility Analysis	30
Exams (3 each @ 100)	300
Upload SPOT Certificate (1 @ 5)	05
Total Points	475

<u>Final</u>	<u>Grade</u>
427.5 to 475	A
380 to 427.4	B
332.5 to 379.9	C
285 to 332.4	D
284.9 and below	F

CLASS ATTENDANCE

An attendance policy is required for every UNT syllabi. Visit the [University of North Texas' Attendance Policy](http://policy.unt.edu/policy/15-2-) (<http://policy.unt.edu/policy/15-2->) to learn more. **You are required to check your email, grades, assignments, and announcements four (4) times a week.**

EXAM POLICY (PC, MAC, iPad, or Chromebook)

No web cam required. Three non-cumulative examinations will be administered online. I will also be online as a virtual proctor monitoring your progress and to troubleshoot any problems. (You will see one question at a time). Each exam can consist of multiple choice, calculations, and true-false questions. Exam content will come from the textbook, lessons, assignments, and to a lesser degree YouTube® videos. **Exams will open at 8:00 AM and remain open until 10:59 PM CST (see schedule).** You will complete all exams online within the time allotted. Each of the three exams may have different time limits (i.e., 50, 60 minutes). Modify your pop-up blocking software including the new Yahoo and Google browsers! Books and notes are *NOT* permitted!

DSL, cable, Fiber, or better connections are preferred for exams. Most homes and apartments have robust Internet service. Using wireless connections in your home will be OK. Dial-up and cellular wireless connections have proven unsatisfactory and problem laden in the past. Exam times will always be stated in Central Standard Time (CST) and

will be located under the “[Quizzes](#)” tab (left side navigation menu) on the home page. You can also access exams via the modules function.

ASSIGNMENT POLICY (No ChatGPT, AI, Grammarly, or MS 365 Autopilot)

Individual Project Submissions

Four (4) written feasibility reports should be key boarded utilize the American Psychological Association (APA) citation format, and limited to 5 pages in length (excluding exhibits, tables and appendices). A professional report that (a) demonstrates a command and understanding of the topic, (b) uses sound presentation logic and well thought through justifications, and (c) displays a use of *appropriate* graphs, charts and tables, is expected. Submit your **Microsoft Word** and /or **Excel** files to Canvas for submission to www.turnitin.com. ***All submissions will be graded as to following instructions, content, punctuation, grammar, citations, and sentence structure.*** I expect university level writing. Late submissions will not be accepted (unless covered by university policy). I will provide additional guidelines for individual projects submissions on Canvas document pages.

Article Reviews (Use the provided template).

During the semester, you will be required to complete two (2) article reviews. As part of that assignment, you will be required to submit a written report detailing its analysis, findings and recommendations. Check the course outline for specific assignment due dates. Article reviews files will be submitted in **Microsoft Word** to the class Canvas page.

Look for a current article (newspaper, current news magazine, or legitimate Internet website no older than one year from the due date) that relates to any aspect of Entrepreneurship. Please, no articles with political or religious orientations. ***All submissions will be graded as to content, Punctuation, grammar, citations, and sentence structure.*** Late submissions will not be accepted (unless covered by university policy). Here are the specifics:

- 12-point left justified Arial font, ¼ inch indentions for subpoints, one-inch margins, and levels 1-2 headings.
- You will write a one-page review on each article.
- Two thirds page (single-spaced, keyboarded) summary of the article.
- One-third page (single-spaced, keyboarded) of your critique and opinion about the topic being discussed in the article.
- If your review is not one page, 5 points will be deducted from your total score.
- No coversheet, no running head, no abstract, and no Letter of Transmittal is required.
- All submissions will be graded as to following instructions, content, punctuation, grammar, citations, and sentence structure. Use the provided template.

I recently learned that proper citations (MLA, APA, Turabian, or Chicago) are no-longer taught in high school or at UNT in writing classes. Let's agree to use APA on article reviews from page 200 of the APA Publication Manual (7th ed.). I have examples of what you will run into below.

ONLINE MAGAZINE ARTICLE

Source of Article: Johansson, A. (2019, August). Why Employees are an Entrepreneur's Best Investment. *Entrepreneur*. Retrieved from <https://www.entrepreneur.com/article/333920>.

ONLINE NEWSPAPER ARTICLE

Schuman, M. (2019, August 29). Blocked in Business, South Korean Women Start Their Own. *The New York Times*. Retrieved from <https://www.nytimes.com>.

CANVAS LEARNING SYSTEM AND OUTAGES

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 and provide an appropriate accommodation based on the situation. Students should immediately report any problems to the instructor and contact the UNT Student Help Desk: <http://it.unt.edu/helpdesk> 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.

STUDENT ATHLETES

Student athletes have the difficult task of maintaining grades and high levels of physical performance. Due to these simultaneously competing values, I ask student athletes to identify themselves to me via email message and provide a game schedule. This will help me support you when needed.

CANVAS LEARNING SYSTEM GRADES AND ANNOUNCEMENTS

Grades posted in the Canvas 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 Canvas Learning System and destruction of grade reports. Official grades and Canvas Learning System grades should be equivalent (match). Please contact me to discuss discrepancies. **You are required to check your email, grades, assignments, and announcements four times a week.**

SUNDOWN RULE

You have one week (from the due date) to inquire about your grade on an exam, assignment, or team project. The exception to this is the final exam where inquiring may extend into the new term. The purpose is to resolve any issue during the term and not wait until the last week of the term. You are required to check your email, grades, assignments, and announcements four (4) times a week in the Canvas Learning System.

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>.

USE OF PERSONAL COMPUTERS

The student assumes ALL responsibility for the operating condition of personal computers and the functionality of individual Internet connections. Help Desk Support Services are available to help solve personal computer issues and is located at <http://it.unt.edu/helpdesk>. You may call them at 940-565-2324. The help desk web page has contact information and hours of operations 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 CANVAS LEARNING SYSTEM

The student assumes ALL responsibility for conducting class, taking exams, and uploading assignments within the Canvas Learning System. Tutorials are located at [Student Guide - Canvas Community \(canvaslms.com\)](#).

DROPPING THE COURSE

If you decide it is necessary to drop the course, please adhere to the related guidelines presented in the *2025-2026 Schedule of Classes – the University of North Texas*.

PANDEMIC AND DISASTERS POLICY

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. We will continue to operate through normal Internet connections (Canvas). Course timing and due dates adjustments will be made as required. I will contact you via telephone, through Canvas, and Eagle Connect email platforms.

INCOMPLETE GRADES

Professors in the College of Business must seek authorization to grant incomplete grades. Requests must go through the Professor's department and be approved by both the Chair and the Dean. After approved by the Dean, an incomplete grade may be entered into the Registrar's grade repository. In addition, the terms and conditions under which an incomplete grade may be granted are extremely narrow. Please consult the student handbook for more information.

SITUATIONS NOT COVERED BY UNIVERSITY POLICY

Faculty grade books are monitored by the University, AACSB International, the State, and Federal agencies. However, every semester a student will ask me for a deal that is not available to all students. A common mistake is to ask to extend deadlines for assignments and/or exams. Under no circumstances will I grant such a request (unless covered by university policy) for it is unfair to other students. Missed assignments are assigned a 0. And the most unethical mistake is to ask for a higher grade at the end of the course when you did not earn it. There are points available in the course. In effect, act professionally.

NON-CONFIDENTIAL EMPLOYEES [Texas SB 212, (2019)]

We all feel stressed, upset, or melancholy at times. **You are normal!** Keep in mind that faculty and staff are now considered **non-confidential** employees according to Texas State law. Individuals/ students sharing that they suffer from depression, learning disabilities, are contemplating suicide, are involved in sex trafficking (including Sugar Babies), or are victims of crimes (to include domestic violence) must be referred to the proper UNT office. Faculty and staff that fail in this requirement are subject to criminal prosecution and termination of employment.

RCOB STATEMENT ON ACADEMIC HONESTY

The G. Brint Ryan College of Business takes academic honesty seriously. Ethics and integrity are important business values, essential to building trust and adhering to both professional and legal standards. Academic dishonesty destroys trust, damages the reputation and the value of the degree and is unacceptable.

According to UNT Policy 06.003, Student Academic Integrity, academic dishonesty occurs when students engage in behaviors including, but not limited to cheating, fabrication, facilitating academic dishonesty, forgery, plagiarism, and sabotage. A finding of academic dishonesty may result in a range of academic penalties or sanctions from admonition (a warning) to expulsion from the University.

Some of the most common examples of academic integrity violations include plagiarism or cheating, such as unauthorized assistance on examinations, homework, research papers or case analyses. **ChatGPT, Grammarly, MS 365 Autopilot, and other AI apps are not authorized in this course.** Your work must be entirely your own. When working on assignments, you should not discuss your work with others unless approved by the course instructor. Group assignments should only be discussed with members assigned to your group, and all group members may be held accountable in some way for known academic integrity violations in a group assignment.

Another example of academic dishonesty relates to improper attribution. When preparing your assignments, you must cite all outside sources in the manner requested by your instructor. Copying or using material from any source prepared by or previously submitted by others, at UNT or other institutions, or downloaded from the Internet, is

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plagiarism. Unless directed otherwise in an assignment, large scale “cutting and pasting” from other sources, even if properly footnoted, is not appropriate. You should synthesize this material in your own words and provide a footnote.

Your instructor will specify what materials, if any, may be used on the tests and exams. Using materials other than those permitted, talking with other individuals during the exam, individuals exchanging information about an exam when one has taken the exam and the other has not, or copying or using material from another individual’s exam is academic dishonesty and will result in a meeting to discuss academic integrity violations and potentially issue sanctions mentioned above, and may result in ineligibility for academic scholarships. The use of online assistance, such as sites commonly used for finding homework solutions, group chat, cell phones, smart watches, and similar tools during exams is not allowed for any reason unless specifically permitted. No portion of an exam may be copied or photographed without permission.

Students are expected to conduct themselves in a manner consistent with the University's status as an institution of higher education. A student is responsible for responding to a request to discuss suspected academic dishonesty when issued by an instructor or other University official. If a student fails to respond after a proper attempt at notification has been made, the University may take appropriate academic actions in the absence of the student’s participation.

HOW TO STUDY FOR EXAMS

Due to the quick timing of the course, I have a few suggestions to prepare you for the exams. Let’s acknowledge that most of us have never met and I don’t know your learning style. Let me offer the following.

1. Read the chapter.
2. Look at the PPT slides.
3. Read the Canvas lesson material.
4. Now, reread the chapter and outline on paper by hand. Use the same chapter (paragraph) headings for content.
5. View the chapter videos and PDFs.
6. Transfer your hand written notes over to a computer for printing.
7. (Consider) recording your notes to a Mp3 file for playback.

UNIVERSITY POLICIES

Academic Integrity Policy (No ChatGPT or Grammarly)

Academic Integrity Standards and Consequences. According to UNT Policy 06.003, Student Academic Integrity, academic dishonesty occurs when students engage in behaviors including, but not limited to cheating, fabrication, facilitating academic

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dishonesty, forgery, plagiarism, and sabotage. A finding of academic dishonesty may result in a range of academic penalties or sanctions ranging from admonition to expulsion from the University.

UNT Code of Student Conduct and Discipline (06.003) defines misconduct and 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. This also includes taking pictures of or posting exam questions on the Internet (i.e., social media).

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. This includes using papers written in other classes.

You may not use **ChatGPT**, Grammarly, MS Autopilot, or other Artificial Intelligence apps in this course. These apps insert AI markers into your term papers that are easily picked up by www.Turnitin.com. Current university policy treats AI use as an academic integrity violation. The issue is about original authorship.

Work Around Solution

Many of you will be working on feasibility assignments. Your answers are based on the textbook, industry overview reports, the UNT library research page, and select Google searches. You are following instructions as to formatting and proper citations. You are not cutting and pasting content from web sites or reports and placing quotations marks around the sentences. Using diagrams and citing the exhibit is OK. I never quote anything or anybody unless I conduct the interview.

Remember, I asked you to **NOT** use ChatGPT, Grammarly, MS Auto Pilot 365, Google Gemini, and other products. (Even though your writing will improve). This is due to the University's position on Artificial Intelligence (AI). (BTW, do use spelling and Grammar check in MS Word as these are safe). Let me suggest a work around that might include using AI to get started.

I would like you to create two (2) documents. The first is your personal rough draft (don't show me) where AI has made a few suggestions. The second document is the **Official Feasibility Assignment** to be turned into Canvas. If you like the suggestions in your rough draft, then hand keyboard (type) that language into your **Official Feasibility Assignment**. Do not cut and paste as this will infect the graded assignment with AI markers (Think fleas on a dog). Do not select "yes" or "except" for Grammarly, MS Auto

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Pilot 365, or Gemini suggestions into the **Official Feasibility Assignment**. Again, with the AI markers.

I believe this suggestion will save both of us a lot of time. Faculty are required to investigate AI scores over 20% as picked up by [www.Turnitin.com](http://www.turnitin.com). Investigations take too much time, and we do not want to file charges against you with the Office of the Provost. This is not a good use of time for either of us. Avoid the issue.

Faculty Required Reporting

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://facultysuccess.unt.edu/academic-integrity>. 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 projects. This will be done in full compliance with university policy.

ADA Policy

UNT makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide a student with an accommodation letter to be delivered to faculty to begin a private discussion regarding one's specific course needs.

Students may request accommodations at any time; however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation every semester and must meet with each faculty member prior to implementation in class. For additional information see the [ODA website](https://disability.unt.edu/) (<https://disability.unt.edu/>).

Prohibition of Discrimination, Harassment, and Retaliation (Policy 16.004)

The University of North Texas (UNT) prohibits discrimination and harassment because of race, color, national origin, religion, sex, sexual orientation, gender identity, gender expression, age, disability, genetic information, veteran status, or any other characteristic protected under applicable federal or state law in its application and admission processes; educational programs and activities; employment policies, procedures, and processes; and university facilities. The University takes active measures to prevent such conduct and investigates and takes remedial action when appropriate.

Emergency Notification & Procedures

UNT uses a system called Eagle Alert to quickly notify students with critical information in the event of an emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). In the event of a university closure, please refer to Canvas for contingency plans for covering course materials.

Retention of Student Records

Student records pertaining to this course are maintained in a secure location by the instructor of record. All records such as exams, answer sheets (with keys), and written papers submitted during the duration of the course are kept for at least one calendar year after course completion. Course work completed via the Canvas online system, including grading information and comments, is also stored in a safe electronic environment for one year. Students have the right to view their individual record; however, information about student's records will not be divulged to other individuals without proper written consent. Students are encouraged to review the Public Information Policy and the Family Educational Rights and Privacy Act (FERPA) laws and the University's policy. See UNT Policy 10.10, Records Management and Retention for additional information.

Acceptable Student Behavior

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 the instructor may refer the student 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. Visit UNT's [Code of Student Conduct](https://deanofstudents.unt.edu/conduct) (<https://deanofstudents.unt.edu/conduct>) to learn more.

Access to Information - Eagle Connect

Students' access point for business and academic services at UNT is located at: my.unt.edu. All official communication from the University will be delivered to a student's Eagle Connect account. For more information, please visit the website that explains Eagle Connect and how to forward e-mail [Eagle Connect](https://it.unt.edu/eagleconnect) (<https://it.unt.edu/eagleconnect>).

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Student Evaluation Administration Dates (Check Course Schedule)

Student feedback is important and an essential part of participation in this course. The student evaluation of instruction is a requirement for all organized classes at UNT. The survey will be made available to provide students with an opportunity to evaluate how this course is taught. Not for conditions out of the instructor's control.

Students will receive an email from "UNT SPOT Course Evaluations via IA System Notification" (no-reply@iasystem.org) with the survey link. Students should look for the email in their UNT email inbox. Simply click on the link and complete the survey. Once students complete the survey, they will receive a confirmation email that the survey has been submitted. For additional information, please visit the [SPOT website](http://spot.unt.edu/) (<http://spot.unt.edu/>) or email spot@unt.edu.

Sexual Assault Prevention

UNT is committed to providing a safe learning environment free of all forms of sexual misconduct, including sexual harassment sexual assault, domestic violence, dating violence, and stalking. Federal laws (Title IX and the Violence Against Women Act) and UNT policies prohibit discrimination on the basis of sex, and therefore prohibit sexual misconduct. If you or someone you know is experiencing sexual harassment, relationship violence, stalking, and/or sexual assault, there are campus resources available to provide support and assistance.

UNT's Survivor Advocates can assist a student who has been impacted by violence by filing protective orders, completing crime victim's compensation applications, contacting professors for absences related to an assault, working with housing to facilitate a room change where appropriate, and connecting students to other resources available both on and off campus. The Survivor Advocates can be reached at [Survivor Advocate | University of North Texas](#) or by calling the Dean of Students Office at 940-565- 2648. Additionally, alleged sexual misconduct can be non-confidentially reported to the Title IX Coordinator at oeo@unt.edu or at (940) 565 2759.

Important Notice for F-1 Students taking Distance Education Courses

Federal Regulation

To read detailed Immigration and Customs Enforcement regulations for F-1 students taking online courses, please go to the [Electronic Code of Federal Regulations website](http://www.ecfr.gov/) (<http://www.ecfr.gov/>). The specific portion concerning distance education courses is located at Title 8 CFR 214.2 Paragraph (f)(6)(i)(G).

The paragraph reads:

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(G) For F-1 students enrolled in classes for credit or classroom hours, no more than the equivalent of one class or three credits per session, term, semester, trimester, or quarter may be counted toward the full course of study requirement if the class is taken on-line or through distance education and does not require the student's physical attendance for classes, examination or other purposes integral to completion of the class. An on-line or distance education course is a course that is offered principally through the use of television, audio, or computer transmission including open broadcast, closed circuit, cable, microwave, or satellite, audio conferencing, or computer conferencing. If the F-1 student's course of study is in a language study program, no on-line or distance education classes may be considered to count toward a student's full course of study requirement.

University of North Texas Compliance

To comply with immigration regulations, an F-1 visa holder within the United States may need to engage in an on-campus experiential component for this course. This component (which must be approved in advance by the instructor) can include activities such as taking an on-campus exam, participating in an on-campus lecture or lab activity, or other on-campus experience integral to the completion of this course.

If such an on-campus activity is required, it is the student's responsibility to do the following:

- (1) Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course.
- (2) Ensure that the activity on campus takes place and the instructor documents it in writing with a notice sent to the International Student and Scholar Services Office. ISSS has a form available that you may use for this purpose.

Because the decision may have serious immigration consequences, if an F-1 student is unsure about his or her need to participate in an on-campus experiential component for this course, s/he should contact the UNT International Student and Scholar Services Office (telephone 940-565-2195 or [Welcome to International Affairs | University of North Texas](#)) to get clarification before the one-week deadline.

Student Verification

UNT takes measures to protect the integrity of educational credentials awarded to students enrolled in distance education courses by verifying student identity, protecting student privacy, and notifying students of any special meeting times/locations or additional charges associated with student identity verification in distance education courses.

See [UNT Policy 07-002 Student Identity Verification, Privacy, and Notification and Distance Education Courses](#) (<https://policy.unt.edu/policy/07-002>).

Use of Student Work (I will not post student work for other students to view).

Please don't ask me for assignments samples from previous semesters. A student owns the copyright for all work (example: software, photographs, reports, presentations, and email postings) he or she creates within a class and the University is not entitled to use any student work without the student's permission unless all of the following criteria are met:

- The work is used only once.
- The work is not used in its entirety.
- Use of the work does not affect any potential profits from the work.
- The student is not identified.
- The work is identified as student work.

If the use of the work does not meet all of the above criteria, then the University office or department using the work must obtain the student's written permission.

Transmission and Recording of Student Images in Electronically-Delivered Courses

- No permission is needed from a student for his or her image or voice to be transmitted live via videoconference or streaming media, but all students should be informed when courses are to be conducted using either method of delivery.
- In the event an instructor records student presentation, he or she must obtain permission from the student using a signed release in order to use the recording for future classes in accordance with the Use of Student-Created Work guidelines above.
- Instructors who video-record their class lectures with the intention of re-using some or all of recordings for future class offerings must notify students on the course syllabus if students' images may appear on video. Instructors are also advised to provide accommodation for students who do not wish to appear in class recordings.
- Example: This course employs lecture capture technology to record class sessions. Students may occasionally appear on video. The lecture recordings will be available to you for study purposes and may also be reused in future course offerings.

ACADEMIC SUPPORT AND STUDENT SERVICES

Mental Health

UNT provides mental health resources to students to help ensure there are numerous outlets to turn to that wholeheartedly care for and are there for students in need, regardless of the nature of an issue or its severity. Listed below are several resources on campus that can support your academic success and mental well-being:

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- [Student Health and Wellness Center](https://studentaffairs.unt.edu/student-health-and-wellness-center) (<https://studentaffairs.unt.edu/student-health-and-wellness-center>)
- [Counseling and Testing Services](https://studentaffairs.unt.edu/counseling-and-testing-services) (<https://studentaffairs.unt.edu/counseling-and-testing-services>)
- [UNT Care Team](https://studentaffairs.unt.edu/care) (<https://studentaffairs.unt.edu/care>)
- [UNT Psychiatric Services](https://studentaffairs.unt.edu/student-health-and-wellness-center/services/psychiatry) (<https://studentaffairs.unt.edu/student-health-and-wellness-center/services/psychiatry>)
- Individual [Counseling and Testing Services | University of North Texas](#).

Additional Student Support Services

- [Registrar Office of the Registrar | University of North Texas](#)
- [Financial Aid](https://financialaid.unt.edu/) (<https://financialaid.unt.edu/>)
- [Student Legal Services](#) [Student Legal Services | University of North Texas](#)
- [Career Center](https://studentaffairs.unt.edu/career-center) (<https://studentaffairs.unt.edu/career-center>)
- [Multicultural Center](https://edo.unt.edu/multicultural-center) (<https://edo.unt.edu/multicultural-center>)
- [Counseling and Testing Services](#)
- [UNT Food Pantry](#) [Food Resources | University of North Texas](#)

Academic Support Services

- [Academic Resource Center](https://clear.unt.edu/canvas/student-resources) (<https://clear.unt.edu/canvas/student-resources>)
- [Academic Success Center](https://success.unt.edu/asc) (<https://success.unt.edu/asc>)
- [UNT Libraries](https://library.unt.edu/) (<https://library.unt.edu/>)
- [Writing Lab](http://writingcenter.unt.edu/) (<http://writingcenter.unt.edu/>)

MGMT 3850 - Entrepreneurship
Course Schedule - Fall 2025¹

Week	Date	Topic	Reading/Assignment
1	Aug 18	<ul style="list-style-type: none"> - Introduction & Overview to Entrepreneurship - Introduce Porter's Generic Model of Competition 	Text: Chapter 1 Read the syllabus Read the industry report
2	Aug 25	<ul style="list-style-type: none"> - Individual Creativity, Recognizing Opportunities and Generating Ideas - Work on Article Review 01 	Text: Chapter 2 Syllabus Quiz Due 8/29
3	Sep 01	<ul style="list-style-type: none"> - Industry and Competitor Analysis 	Text: Chapter 5
4	Sep 08	<ul style="list-style-type: none"> - Feasibility analysis 	Text: Chapter 3 Due: Article Review 01
5	Sep 15	<ul style="list-style-type: none"> - Developing an Effective Business Model 	Text: Chapter 4
6	Sep 22	<ul style="list-style-type: none"> - Exam #1 (chaps. 1, 2, 3, 4, & 5, videos, and additional material). - No industry report on exam - Unique Marketing Issues 	Text: Chapter 11 Online exam in Canvas Download lockdown browser
7	Sep 29	<ul style="list-style-type: none"> - Preparing the Proper Ethical and Legal Foundation 	Text: Chapter 7 Due: Industry/ Market Feasibility Analysis (Canvas)
8	Oct 06	<ul style="list-style-type: none"> - Assessing a New Venture's Financial Strength and Viability 	Text: Chapter 8

¹This 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. I wish you peace!

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9	Oct 13	- Building a New Venture Team	Text: Chapter 9 Due: Product/ Service Feasibility Analysis (Canvas)
10	Oct 20	- Obtaining Funding for the New Venture	Text: Chapter 10
11	Oct 27	- The Importance of Intellectual Property	Text: Chapter 12 Due: Develop/ Test the Barringer/ Ireland Business Model (Canvas)
12	Nov 03	- Exam #2 (chaps. 7, 8, 9, 10, and 11, videos, and additional material). - No industry report on exam. - Work on Financial Feasibility Analysis	Online exam in Canvas Use Lockdown Browser
13	Nov 10	- Preparing for and Evaluating the Challenges of Growth - Work on Article Review 02	Text: Chapter 13 Due: Financial Feasibility Analysis (Canvas)
14	Nov 17	- Strategies for Firm Growth	Text: Chapter 14 Due: Article Review 02
15	Nov 24	- Thanksgiving Winter Break	Enjoy!
16	Dec 01	- Franchising	Text: Chapter 15 DUE: SPOT upload 12/04 (Canvas)
17	Dec 11	- Final Exam Today (chaps. 12, 13, 14, & 15, videos, and additional material). - No industry report on exam	Online exam in Canvas Use Lockdown Browser

[Fall Final Exam Schedule | University of North Texas \(unt.edu\).](#)

I wish you Success and Peace!