# COURSE ID AND TITLE

MGMT 4100 – Business Planning for Entrepreneurs

Section 001 – Fall 2025 – BLB 015 - (Tues & Thurs: 11:00 am – 12:20 pm)

## INSTRUCTOR CONTACT INFORMATION

**Name:** Professor Michael Sexton

**Office:** 385a Business Leadership Building

**Phone:** 940-565-4925 Office; 940-565-3803 Fax

**Email:** [Michael.sexton@unt.edu](mailto:Michael.sexton@unt.edu). Please do **NOT** contact me through Canvas. Email checked daily except Sunday.

**ZOOM Hours:** Mondays and Wednesdays: 1:00 – 2:30 pm. Appointments available.

**Office Hours:** Tuesdays and Thursdays: 2:00 – 3:00 pm. Appointments available.

# 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 Zoom® 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](mailto:EUID@unt.edu), [EUID@my.unt.edu](mailto:EUID@my.unt.edu), or [EUID@students.unt.edu](mailto: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: [Michael.Sexton@unt.edu](mailto:Michael.Sexton@unt.edu)

From: [Good.Student@my.unt.edu](mailto:Good.Student@my.unt.edu)

Title: MGMT 4100.00X Question About the Industry Assignment.

Dear Mr. S or Mr. Sexton:

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

UNT Catalogue. MGMT 4100. Business Planning for Entrepreneurs. 3 hrs. Comprehensive planning of new ventures. Emphasis on business plans, selecting business models and revenue sources, refining effective entrepreneurial skills, project funding, and generating a marketable plan for a viable new business. Includes preparation of a comprehensive business plan and presentations.

In this professional development course where students will demonstrate command and application of theoretical models and concepts learned in MGMT 3850. You will master value-adding primary and secondary business research techniques. Successful students will compile a professional business plan (and associated components) capable of being funded.

# COURSE STRUCTURE

This course will be taught face-to-face during a traditional long semester. We will cover the content 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 all majors that have completed MGMT 3850.

# COURSE OBJECTIVES

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

1. Know and understand business models and revenue sources for new business;
2. Formulate and implement a business plan;
3. Conduct and prepare an industry and competitive analysis;
4. Analyze business, managerial, marketing, operations, and financial problems;
5. Work effectively with peers to develop and recommend specific, effective solutions to entrepreneurial problems;
6. Develop entrepreneurial leadership skills;
7. Learn how to deal effectively as entrepreneurial consultants.

# REQUIRED ACCESS TO TEXTBOOK AND SOFTWARE

Scarborough, N.M., (2026). Essentials of Entrepreneurship and Small Business Management (10th. Ed.). 221 River Street, Hoboken, NJ: Pearson Education, Inc. (Additional readings, cases, and exercises will be distributed in class). MyLab is \*NOT\* required. 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/office365.html](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Faits.unt.edu%2Foffice365.html&data=05%7C02%7CMichael.Sexton%40unt.edu%7Cba1d1e62e3574ba755c008dd344a5da3%7C70de199207c6480fa318a1afcba03983%7C0%7C0%7C638724216178529195%7CUnknown%7CTWFpbGZsb3d8eyJFbXB0eU1hcGkiOnRydWUsIlYiOiIwLjAuMDAwMCIsIlAiOiJXaW4zMiIsIkFOIjoiTWFpbCIsIldUIjoyfQ%3D%3D%7C0%7C%7C%7C&sdata=sgaZRVOL6j6%2BCBg%2BV%2Fm3hXLYVTn0MwSf9mNrvaEgeec%3D&reserved=0). (**Set the default font to Arial**). 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

I treat MGMT 4100 as a professional development course. My team-based approach to teaching is through advanced theory, application, and requiring a structured business plan. Students will be guided through industry research and will use financial modeling (budgets and pro-forma statements) to create a profitable business. I will teach you practical skills sets that transfer to employment.

# COURSE TECHNOLOGY AND SKILLS

You will 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
* Mac and Apple users will need to download the Respondus Lockdown browser from the Apple Store

# 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**: [UNT HelpDesk | University of North Texas](https://aits.unt.edu/support/)

**Email**: [helpdesk@unt.edu](mailto: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 (Including WhatsApp)

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, 10 individual chapter quizzes, three team assignments, three presentations, three peer evaluations, three exams, 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 (1 @ 10) | 10 |
| Article Review (2 each @ 10) | 20 |
| Opportunity Presentation (1 each @ 20) | 20 |
| Elevator Pitch (1 each @ 10) | 10 |
| Integrative Team Project Elements (3 each @ 75) | 225 |
| Integrative Team Project Peer Evaluation (3 each @ 5) | 15 |
| Final Project Presentation (1 each @ 30) | 30 |
| Individual Chapter Quizzes (10 @ 10) | 100 |
| Module Exams (3 @ 100) | 300 |

730 Total

Final Grade

657 to 730 A

584 to 656.9 B

511 to 583.9 C

438 to 510.9 D

437.9 and below F

# CONTAGIOUS VIRUSES, ILLNESSES, AND CLASS ATTENDANCE

An attendance policy is required for every UNT syllabi. Visit the [University of North Texas’ Attendance Policy](http://policy.unt.edu/policy/15-2-5) (http://policy.unt.edu/policy/15-2-) to learn more. Know that you will get more out of this class by attending, exploring, and comprehending. Course grades are reflective of your in-class participation. Know that group members have recourse by using the Peer Evaluation instrument to report your performance.

While attendance is expected as outlined above, it is important for all of us to be mindful of the health and safety of everyone in our community, especially given concerns about viruses and illness. Please contact me if you are unable to attend class because you are ill, or unable to attend class due to a related issue regarding a virus or illness. It is important that you communicate with me prior to being absent. While attendance is an important part of succeeding in this class, your own health, and those of others in the community, is more important.

# STATEMENT ON FACE COVERINGS

Face coverings are no longer required in UNT facilities. Students may wear face coverings during class if desired. UNT face covering requirements are subject to change due to community health guidelines. Any changes will be communicated via the instructor.

# QUIZ AND EXAM POLICY

You will complete one syllabus/ starting material quiz located on Canvas. **Three non-cumulative examinations will be administered in the classroom**. However, we may be forced online by administration. I will provide guidance if we are transitioned online. Each quiz and exam may consist of multiple choice, calculations, and true-false questions.

# INDIVIDUAL AND GROUP ASSIGNMENT POLICY (No Artificial Intelligence)

**Team Project Submissions**

Three (3) written assignments required this term. These should be key boarded and utilize the American Psychological Association (APA) citation format. (See instructions for more details.) I am looking for 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](http://www.turnitin.com). *All submissions will be graded as to following instructions, content, punctuation, grammar, citations, and sentence structure.* I expect university level (professional) writing. Late submissions will not be accepted (unless covered by university absence policy). I will provide additional guidelines for individual projects submissions on Canvas document pages.

**Individual Chapter Quizzes**

10Chapter Quizzes (CQ) will be made throughout the semester. It is the student’s responsibility to be aware of, complete, and submit quizzes as required. **Quizzes are due as assigned by 10:59 PM (CST)**, and are located under the Canvas LMS® “Modules or Quizzes” tabs on the home page. *Late assignments will not be accepted unless covered by university absence policy.*

**Individual Article Reviews (Use the 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. **Please use the template provided in the instructions on Canvas.**

Look for a current article (newspaper, current news magazine, or legitimate Internet website no older than 12 months from the due date) that relates to any aspect of Entrepreneurship. Please, no articles with political or religious orientations. Additionally, if you are reviewing a very short article (one that is so short, your review will be longer than the article), you will need to find additional articles on the same topic to receive full credit. *All submissions will be graded as to content, grammar, citations, and sentence structure.* Late submissions will not be accepted (unless covered by university policy).

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>.

# TEAM PROJECT AND PRESENTATIONS POLICY:

Details about the comprehensive team project are presented in class. All three (3) presentations will be conducted in the team context with details shared in class.

**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. I have allowed up to eight due to class size and grading considerations in a face-to-face section. Most teams lose a member along the way.

**What are the parameters of the report?**

**Three Part Integrative Project**. I will provide you a modified Scarborough business plan template in this class. The project is to be submitted to Canvas. The professional report(s) will (a) demonstrate a command and understanding of the business, the industry, and competitors, (b) use sound presentation logic and well thought through justifications, and (c) display a liberal use of *appropriate* graphs, charts and tables, is expected. Late submissions will not be accepted. All projects will be submitted to [www.turnitin.com](http://www.turnitin.com) in full compliance of university policy\*.

**What about the presentations?**

The opportunity analysis, elevator pitch, and finalteam 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 made in the **Team** context. 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 three reports. 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 project on their own and will NOT be permitted to make the final presentation (minus 30 points).

# 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: [UNT HelpDesk | University of North Texas](https://aits.unt.edu/support/) indexed at (<Https://aits.unt.edu/support>) or 940.565.2324 and obtain a ticket number. The instructor and the UNT Student Help Desk will work with the student to resolve issues in a timely fashion.

# 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. Check your grades and announcements weekly.

# SUNDOWN RULE

You have one week (from the return date) to inquire about your grade on an exam, assignment, or team project. The exception to this is the final exam were 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. Check your grades weekly 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 uploading assignments within the Canvas Learning System. Tutorials are located at [Student Guide - Canvas Community (canvaslms.com)](https://community.canvaslms.com/t5/Student-Guide/tkb-p/student).

# 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 (2008)

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.

# COLLEGE EMERGENCY EVACUATION PROCEDURES (F2F)

**Severe Weather.** In the event of severe weather, all building occupants should immediately seek shelter in the designated shelter-in-place area in the building. If unable to safely move to the designated shelter-in-place area, seek shelter in a windowless interior room or hallway on the lowest floor of the building. All building occupants should take shelter in rooms 055, 077, 090, and the restrooms on the basement level. In rooms 170, 155, and the restrooms on the first floor.

**Bomb Threat/Fire.** In the event of a bomb threat or fire in the building, all building occupants should immediately evacuate the building using the nearest exit. Once outside, proceed to the designated assembly area.  If unable to safely move to the designated assembly area, contact one or more members of your department or unit to inform them of your whereabouts.

Persons with mobility impairments who are unable to safely exit the building should move to a designated area of refuge and await assistance from emergency responders. All building occupants should immediately evacuate the building and proceed to the south side of Crumley Hall in the grassy area, west of parking lot 24.

# 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, Gemini in Google Docs, 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 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 Artificial Intelligence Use)

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 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 Grammarly, MS Autopilot 365, Google Gemini, **ChatGPT** 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](http://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 are working on your team assignment. Your answers are based on the textbook, industry overview reports, 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 signs 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 Grammarly, MS Auto Pilot 365, Google Gemini, ChatGPT 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 BP0x Assignment**to be turned into Canvas. If you like the suggestions in your rough draft, then hand keyboard (type) that language into your **Official BP0x Assignment**. Do not cut and paste as this will infect the graded essay with AI markers (Think fleas on a dog). Do not select “yes” or “except” for Grammarly, MS Auto Pilot 365, or Gemini suggestions into the **Official BP0x Assignment**. Again, with the AI markers.

I believe my suggestion will save both of us a lot of time. I am required to investigate AI scores over 20% as picked up by [www.Turnitin.comLinks to an external site.](http://www.turnitin.com/). Investigations take too much time, and I 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. **Any assignment indicating A.I. elements will receive a zero in the grade book.**

# 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 for every semester and must meet with each faculty member prior to implementation in each 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. (We will not rub, bump, or touch anyone in class).

# 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](https://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>).

# Student Evaluation Administration Dates

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 during weeks 13, 14 and 15 [insert administration dates] of the long semesters to provide students with an opportunity to evaluate how this course is taught. Students will receive an email from "UNT SPOT Course Evaluations via IA System Notification" ([no-reply@iasystem.org](file:///C:\Users\jdl0126\AppData\Local\Temp\OneNote\16.0\NT\0\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](file:///C:\Users\jdl0126\AppData\Local\Temp\OneNote\16.0\NT\0\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 [SurvivorAdvocate@unt.edu](file:///C:\Users\jdl0126\AppData\Local\Temp\OneNote\16.0\NT\0\SurvivorAdvocate@unt.edu) 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](file:///C:\Users\jdl0126\AppData\Local\Temp\OneNote\16.0\NT\0\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:

(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 email [International Student & Scholar Services | International Affairs (unt.edu)](https://international.unt.edu/content/international-student-scholar-services) 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) (<https://policy.unt.edu/policy/07-002>).

# Use of Student Work\*

A student owns the copyright for all work (e.g., 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 and 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.

\*I don’t allow current students to view the work of previous students. I treat your work as your intellectual property.

## **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:

* [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](https://studentaffairs.unt.edu/counseling-and-testing-services/services/individual-counseling) (<https://studentaffairs.unt.edu/counseling-and-testing-services/services/individual-counseling>)

# Additional Student Support Services

* [Registrar](file:///C:\Users\jdl0126\AppData\Local\Temp\OneNote\16.0\NT\0\Registrar) (https://registrar.unt.edu/registration)
* [Financial Aid](https://financialaid.unt.edu/) (https://financialaid.unt.edu/)
* [Student Legal Services](https://studentaffairs.unt.edu/student-legal-services) (https://studentaffairs.unt.edu/student-legal-services)
* [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](https://studentaffairs.unt.edu/counseling-and-testing-services) (https://studentaffairs.unt.edu/counseling-and-testing-services)
* [Pride Alliance](https://edo.unt.edu/pridealliance) (https://edo.unt.edu/pridealliance)
* [UNT Food Pantry](https://deanofstudents.unt.edu/resources/food-pantry) (<https://deanofstudents.unt.edu/resources/food-pantry>)

# 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 4100 – Advanced Panning**

**Course Outline\* – Fall 2025**

|  |  |  |  |
| --- | --- | --- | --- |
| **Week** | **Date** | **Topic** | **Reading/ Assignment** |
|  | | | |
| 1 | Aug 19 | * Introduction and overview | Read the syllabus |
| 1 | Aug 21 | * Defining Value Proposition for Business Planning | Additional Lecture  Project Outline |
| 2 | Aug 26 | * Team selection and governance | In class activity |
| 2 | Aug 28 | * Defining Adaptive Strategies in Business Planning | Additional Lecture  **Due: Syllabus Quiz** |
| 3 | Sep 02 | * Feasibility Analyses and Business Models * Library Research Lesson | Text: Chapter 4  **Due: Article Review 01** |
| 3 | Sep 04 | * Advanced Industry and Competitor Analysis for Business Planning | Text: Chapter 4  UNT Online Library |
| 4 | Sep 09 | * Creating a Comprehensive Business Plan * Road Map of the Future | Text: Chapter 5  **Due: Quiz Ch 04**  Additional Lecture |
| 4 | Sep 11 | * Creating a Comprehensive Business Plan * Road Map of the Future | Text: Chapter 5 |
| 5 | Sep 16 | * Resource Analysis | Additional Lecture |
| 5 | Sep 18 | * Business Planning and Purchasing an Existing Business | Text: Chapter 7  **Due: Quiz Ch 05** |
| 6 | Sep 23 | * **Exam #1 (Chaps. Intro, 4 & 5, research methods, videos, and additional lecture material)** | In-class unless notified |
| 6 | Sep 25 | * Business Planning and Purchasing an Existing Business | Text: Chapter 7 |
| 7 | Sep 30 | * Team Work Day. | **Due Today: Part One of the BP and Evaluations**  **Due: Quiz Ch 07** |
| 7 | Oct 02 | * **Opportunity Pitch!** | In-class activity, 10 Slides  Pecha Kucha Style |
| 8 | Oct 07 | * Choosing the Right Location and Layout | Text: Chapter 14 |
| 8 | Oct 09 | * Choosing the Right Location and Layout | Text: Chapter 14  **Due Today:**  **Article Review 02**  **Due: Quiz Ch 14** |
| 9 | Oct 14 | * Business Planning and the Marketing Plan | Text: Chapter 9 |
| 9 | Oct 16 | * Business Planning and the Marketing Plan | Text: Chapter 9 |
| 10 | Oct 21 | * Advanced Pricing Strategies for Business Planning | Text: Chapter 11  **Due: Quiz Ch 09** |
| 10 | Oct 23 | * Organizational Design and Business Planning | Text: Chapter 11b  Additional Lecture |
| 11 | Oct 28 | * Advanced Financial Planning for Businesses | Text: Chapter 12  **Due: Quiz Ch 11-11b** |
| 11 | Oct 30 | * **Exam #2 (chaps. 7, 9, 11, & 14, videos, BP template, and additional lecture material)** | In-class unless notified |
| 12 | Nov 04 | * **Elevator Pitch!** | In-class activity, 2-minute  pitch by the team  **Due Today: BP Part Two**  **and Evaluations** |
| 12 | Nov 06 | * Advanced Financial Planning for Businesses * Business Planning for Cash Flow | Text: Chapter 12  Text: Chapter 13 |
| 13 | Nov 11 | * Business Planning for Cash Flow | Text: Chapter 13  **Due: Quiz Ch 12** |
| 13 | Nov 13 | * Asset Financing and Business Planning * Fun With Financial Statements | Text: Chapter 15  Additional Lecture  **Due: Quiz Ch 13** |
| 14 | Nov 18 | * Asset Financing and Business Planning * Exit Strategies and Trusts in Business Planning | Text: Chapter 15  Text: Chapter 17  Additional Lecture  **Due: Quiz Ch 15** |
| 14 | Nov 20 | * Exit Strategies and Trusts in Business Planning | Text: Chapter 17  **Due Today: Part Three of the BP and Evaluations** |
| 15 | Nov 25 | * **Thanksgiving Holiday** | Enjoy! |
| 15 | Nov 27 | * **Thanksgiving Holiday** | Enjoy! |
| 16 | Dec 02 | * Final Team Presentations | In-class presentations on the Executive Summary  **Due: Quiz Ch 17** |
| 16 | Dec 04 | * Individual Reading Day | Prep For the Final Exam |
| 17 | Dec 09 | **Final Exam (Chaps. 12, 13, 15, & 17, videos, BP template, and additional lecture material)** | In-class unless notified  Time: 10:30 am –  12:30 pm  Room BLB 015 |
| 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. **I wish you peace!** | | | |