

**UNIVERSITY of NORTH TEXAS  
COLLEGE OF BUSINESS**

**MGMT 3850 - Entrepreneurship  
Sections 002 and 026, Fall 2019  
“Commercializing the Dream”**

**Instructor:** Professor Michael Sexton  
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**Office Hours:** [Tuesday and Thursday: 2:00 pm – 4:00 pm \(CST\)](#). Other times available by appointment and UNT e-mail checked daily except Sunday.

**INTRODUCTION:**

**Entrepreneurship** (MGMT 3850) is a junior level, research project-oriented course focusing on the initiation of new ventures and approaches to growth of existing firms through opportunity recognition, innovation, and change. The course emphasizes developing effective entrepreneurial skills and behaviors, feasibility analysis, and includes the study of a comprehensive business plan.

Prerequisites: Open to non-business majors. I recommend MGMT 3660 and MGMT 3820 as foundation courses.

**COURSE OBJECTIVES:**

- 1.) Know and understand the basic theory and principles of entrepreneurship and small business management;
- 2.) Understand the elements of a feasibility study and a business plan;
- 3.) Understand the process of implementing a strategic plan;
- 4.) Conduct research and prepare selected sections of feasibility analyses;
- 5.) Learn the basics of entrepreneurial consulting.

**REQUIRED ACCESS to TEXTBOOK, SOFTWARE, and HARDWARE:**

Scarborough, N.M. (2019). Essentials of Entrepreneurship and Small Business Management (9th. Ed.). Upper Saddle River, NY: Pearson Education Inc. ISBN 13: 9780134741086. (Additional readings, cases, and exercises will be distributed in class). MyBizLab is \*NOT\* required.

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

You will also need access to a Windows or Apple compatible PC/ Tablet/ Smartphone connected to an electrical source and the Internet. Additional requirements include a screen, keyboard, mouse, speakers, printer, and video codec software. All access labs on campus have these items.

## METHOD OF INSTRUCTION:

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.

## PERFORMANCE EVALUATION AND GRADING:

Your grade in this course will be determined by your performance on 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:

Article Reviews (2 each @ 10)	20
Industry Feasibility Analysis	20
Product Feasibility Analysis	20
Business Model Feasibility	20
Self-Feasibility Analysis	20
Financial Feasibility Analysis	20
Exams: 3 @ 150 each	<u>450</u>
Maximum Points Possible	570

<u>Final</u>	<u>Grade</u>
517.5 to 575	A
460 to 517.4	B
402.5 to 459.9	C
345 to 402.4	D
344.9 and below	F

## INDIVIDUAL ASSIGNMENTS:

### Individual Project Submissions

Five (5) written 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 liberal use of *appropriate* graphs, charts and tables, is expected. Turn in your Word files to Canvas for submission to [www.turnitin.com](http://www.turnitin.com). Late submissions will not be accepted. I will provide additional guidelines for the individual project submissions in another document.

### Article Reviews

During the semester, you will be required to complete two (2) article reviews. As part of that assignment, you will be required to make a presentation and submit a written report detailing its analysis, findings and recommendations. Check the course outline for specific assignment due dates. Specific topics details are located near the end of the syllabus.

Look for a current article (newspaper, current news magazine, or legitimate Internet website no older than 6 months from the due date) that relates to any aspect of **Entrepreneurship**. Please, no articles

with political orientation. 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. Late submissions will not be accepted.

Here are the specifics:

- 12-point Arial font, one inch margins on all sides.
- You will write a one page review on each article.
- One-half page (single-spaced, keyboarded) summary of the article.
- One-half 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.
- If you do not include the Internet URL of your article with your review, 5 points will be deducted from your total score.
- No coversheet or Letter of Transmittal is required.
- See the example below.

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Article review of Name of Article

Author of Article

Source of Article (Internet URL as per APA)

By your name

½ page of single-spaced summary.

½ page of single-spaced critique and opinion.

### **EXAMS (1, 2, and 3):**

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. Each exam will consist of multiple choice and true-false questions. **Exams will open at 4:00 PM Sunday and remain open until 10:59 PM (CST) on Monday nights (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) and a broad band connection (DSL, Cable, T-1) is required (no wireless). Modify your pop-up blocking software including the new Yahoo and Google browsers! Books and notes are \*NOT\* permitted!

I will require you to use a DSL, cable, or better connection for the exams (not wireless). Dial-up and 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 in the left hand navigation menu on the home page. You can access exams via the modules function as well.

### **EXAM LOCK-OUT:**

Contact the **Help Desk Support Services** at <http://it.unt.edu/helpdesk> or [940.565.2324](tel:940.565.2324). Get a ticket number and contact me at [Michael.Sexton@unt.edu](mailto:Michael.Sexton@unt.edu) (faculty account). Loss of connection, power, etc. will happen. Do not panic! Technical difficulties will be resolved as they appear. The University computer techs can determine exactly what has taken place and will advise me of the outcome (your ISP, our ISP, student unplugged the modem, etc.). I will make a determination to allow you to continue or not based on that advice, University policy, applicable law, and my past experience.

## **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.

## **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 Center for Student Rights and Responsibilities to consider whether the student's conduct violated the Code of Student Conduct. The university's expectations for student conduct apply to all instructional forums, including university and electronic classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at [www.unt.edu/csrr](http://www.unt.edu/csrr).

## **COURSE RELATED E-MAIL MESSAGES\***

I will use the messages tool within the course to contact you. Canvas delivers my messages to your default [EUID@unt.edu](mailto:EUID@unt.edu) or [EUID@my.unt.edu](mailto:EUID@my.unt.edu) email account. 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 3850 Question About the Industry.

Dear Professor Sexton:

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

\*Please keep in mind that my name is **Professor Sexton** or **Mr S**.

## **PRIVACY AND THE LAW:**

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

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

## **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 two weeks (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 inquiries 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/acctreq.php>.

## **USE OF PERSONAL COMPUTERS:**

The student assumes ALL responsibility for the operating condition of personal computers and the functionality of individual Internet connections. 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. My office can offer general advice for students possessing basic personal computer (BCIS 2610) and Canvas Learning System® skills.

## **DROPPING THE COURSE:**

If you decide it is necessary to drop the course, please adhere to the related guidelines presented in the *Fall 2019 Schedule of Classes – the University of North Texas*.

## **STUDENTS WITH DIFFERENT ABILITIES:**

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

## **OFFICE OF DISABILITY ACCESS:**

The course instructor works closely with and conforms to the strict guidelines of the Office of Disability Access. Printed exams will be administered by the ODA at a location agreed upon by the client, the instructor, and ODA staff. <https://disability.unt.edu/>.

## **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 Center for Student Rights and Responsibilities to consider whether the student's conduct violated the Code of Student Conduct. The university's expectations for student conduct apply to all instructional forums, including university and electronic classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at [www.unt.edu/csrr](http://www.unt.edu/csrr).

## **SCHOLASTIC DISHONESTY POLICY:**

The UNT Code of Student Conduct and Discipline provides penalties for misconduct by students, including academic dishonesty.

Academic dishonesty includes cheating and plagiarism.

The term **cheating** includes, but is not limited to, (1) use of any unauthorized assistance in taking quizzes, tests or examinations; (2) dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments; or (3) the acquisition, without permission, of tests or other academic material belonging to a faculty member or staff of the university.

The term **plagiarism** includes, but is not limited to, the use, by paragraph or direct quotation, of the published or unpublished work of another person without full and clear acknowledgment. It also includes the unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials\*. (Source: Code of Conduct and Discipline at the University of North Texas.)

The incident will be reported to the UNT Office of the Provost and the investigation will follow the outlined "Academic Integrity Process" as referenced at <http://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 final project. This will be done in full compliance with university policy.

## **UNT COLLEGE of BUSINESS STUDENT ETHICS STATEMENT\*\*:**

As a student of the UNT College of Business, I will abide by all applicable policies of the University of North Texas, including the Student Standards of Academic Integrity, the Code of Student Conduct and Discipline and the Computer Use Policy. I understand that I am responsible reviewing the policies as provided by link below before participating in this course. I understand that I may be sanctioned for

violations of any of these policies in accordance with procedures as defined in each policy.

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

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

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

**\*\* I did not write this policy which displays terrible use of passive voice and other crimes against good writing.**

Student Standards of Academic Integrity

[http://policy.unt.edu/sites/default/files/untpolicy/pdf/7-Student\\_Affairs-Academic\\_Integrity.pdf](http://policy.unt.edu/sites/default/files/untpolicy/pdf/7-Student_Affairs-Academic_Integrity.pdf)

Code of Student Conduct and Discipline

[http://conduct.unt.edu/sites/default/files/pdf/code\\_of\\_student\\_conduct.pdf](http://conduct.unt.edu/sites/default/files/pdf/code_of_student_conduct.pdf)

Computer Use Policy

<http://policy.unt.edu/policy/3-10>

## **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.

## **EMERGENCY ALERTS POLICY:**

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



## **COLLEGE EMERGENCY EVACUATION PROCEDURES:**

**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 let them know you are safe and 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.

## **IMPORTANT NOTICE FOR F-1 VISA HOLDERS:**

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 [Title 8 CFR 214.2 Paragraph (f)(6)(i)(G)].

## **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. F-1 Visa holders will be required to attend weekly scheduled office visits throughout the term.

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 [internationaladvising@unt.edu](mailto:internationaladvising@unt.edu)) to get clarification before the one-week deadline.

### **STUDENT EVALUATION OF TEACHING EFFECTIVENESS (SPOT):**

The original SPOT committee was charged with providing to the Provost of the University of North Texas (UNT) a recommendation for an assessment tool to facilitate student evaluations of their instructors, allowing university-wide comparison in key areas. The SPOT's purpose is to provide a measure of teaching effectiveness as perceived by students. The SPOT scores for a particular instructor can be used for self-evaluation and improvement and for measuring improvement over time. The scale scores can also be aggregated into group scores for use by administrators. In addition to providing needed information for UNT, the SPOT also satisfies the requirements of House Bill 2504 that calls for transparency in reporting and posting to the web.

**Access:** Students may access the SPOT at <https://MY.UNT.EDU> and selecting the SPOT banner.

**MGMT 3850 - Entrepreneurship**  
**Course Outline - Fall 2019<sup>1</sup>**

<b>Week</b>	<b>Date</b>	<b>Topic</b>	<b>Reading/Assignment</b>
<b>1</b>	Aug 26	<ul style="list-style-type: none"> <li>- Introduction &amp; Overview</li> <li>- Foundations of Entrepreneurship</li> </ul>	Read the syllabus Text: Chapter 1 Think About Creating a New Business
<b>2</b>	Sept 02	<ul style="list-style-type: none"> <li>- Ethics and Social Responsibility</li> <li>- Creativity and Innovation</li> </ul>	Text: Chapter 2 Text: Chapter 3
<b>3</b>	Sept 09	<ul style="list-style-type: none"> <li>- Ideas to Reality</li> <li>- Feasibility Analysis and Business Model</li> </ul>	Text: Chapter 3 *Text: Chapter 4 <b>Due: Article Review 01</b>
<b>4</b>	Sept 16	<ul style="list-style-type: none"> <li>- Feasibility Analysis and Business Model</li> <li>- *Industry Analysis and Drivers of Change</li> </ul>	*Text: Chapter 4
<b>5</b>	Sept 23	<ul style="list-style-type: none"> <li>- Business and Strategic Plans</li> </ul>	Text: Chapter 5 <b>Due: Industry/ Market Feasibility Analysis (p. 149)</b>
<b>6</b>	Sept 30	<ul style="list-style-type: none"> <li>- <b>Exam #1 (chaps. 1, 2, 3, 4, &amp; 5, research methods, videos, business plan template/ chapters, and additional material)</b></li> </ul>	Online in Canvas Download lockdown browser
<b>7</b>	Oct 07	<ul style="list-style-type: none"> <li>- Forms of Ownership</li> </ul>	Text: Chapter 6
<b>8</b>	Oct 14	<ul style="list-style-type: none"> <li>- Bootstrap Marketing Plan</li> </ul>	Text: Chapter 9 <b>Due: Product/ Service Feasibility Analysis (p. 158)</b>

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<sup>1</sup>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.

<b>9</b>	Oct 21	- E-Commerce and the Entrepreneur	Text: Chapter 10
<b>10</b>	Oct 28	- Pricing and Credit Strategies	Text: Chapter 11 <b>Due: Develop/ Test the Business Model (p. 165)</b>
<b>11</b>	Nov 04	- Creating a Successful Financial Plan	Text: Chapter 12 <b>Due: Organizational/ Self Feasibility Analysis (p. 163)</b>
<b>12</b>	Nov 11	- Managing Cash Flow	Text: Chapter 13
<b>13</b>	Nov 18	- <b>Exam #2 (chaps. 6, 9, 10, 11, 12, videos, handouts, &amp; business plan template/ chapters)</b> - Choosing the Right Location	Text: Chapter 14
<b>14</b>	Nov 25	- Sources of Financing - Global Aspects of Entrepreneurship	Text: Chapter 15 Text: Chapter 16 <b>Due: Financial Feasibility Analysis (p. 162)</b>
<b>14</b>	Nov 28	- Thanksgiving Holiday	Enjoy family and friends
<b>15</b>	Dec 02	- New Venture Team and Generation Next	Text: Chapter 17 <b>Due: Article Review 02</b>
<b>16</b>	Dec 8-9	<b>Final Exam Today (chaps. 13, 14, 15, 16, &amp; 17, videos, and additional material)</b>	Online exam Lockdown Browser
<b>16</b>	Dec 13	Grades posted in BB.	

I wish you Success and Peace!