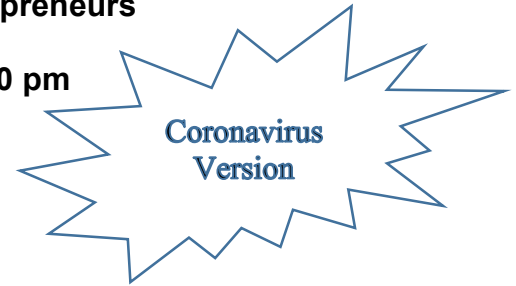


**UNIVERSITY of NORTH TEXAS
G. BRINT RYAN COLLEGE OF BUSINESS**

**MGMT 4100 – Business Planning for Entrepreneurs
Section 001, Spring 2020
Tuesday & Thursday: 11:00 am – 12:30 pm
“Delivering the Dream”**



Instructor: Professor Michael Sexton
Office: 385a Business Leadership Building
Phone: 940-565-4925 Office; 940-565-3803 Fax
E-mail: Michael.Sexton@unt.edu Contact me directly and NOT through Canvas. E-mail checked daily except Sunday.

Office Hours: Monday: 1:00 – 4:00 pm (ZOOM), Wednesday: 12:00 – 2:00 pm (ZOOM), Tuesday & Thursday: 2:00 – 4:00 pm (ZOOM). Other times available by appointment.

DESCRIPTION:

Business Planning for Entrepreneurs (MGMT 4100): 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.

Prerequisites: MGMT 3850. I recommend ACCT 2010, ACCT 2020, FINA 3770, and MKTG 3650.

COURSE OBJECTIVES:

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, SOFTWARE, AND HARDWARE:

Scarborough, N.M., and Cornwall, J.R. (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). MyLab is *NOT* required. Rent or purchase used.

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. In addition, a screen, web cam, microphone, keyboard, mouse, speakers, printer, and video codec software (i.e. VLC, Adobe, Windows Media Player, Mac Pro Video or similar) are required for this course. All UNT computer labs have these items.

METHOD OF INSTRUCTION:

The course will be taught using a combination of readings, cases, discussions, exercises, videos, guest speakers (subject to availability), and experiential components via live and/or simulated entrepreneurial businesses.

My goal is to *facilitate* and enhance your *active* (not passive) learning experience. To benefit from this approach, you will have to read and understand the assigned material *before* coming to class. In class you should be *proactive* in discussion and participate in interactive activities such as scholarly debates to generate a powerful learning environment for yourselves and others. Often, I will push you to think beyond the obvious and challenge your core assumptions. This should not be construed as a criticism, but rather a technique employed to expand your entrepreneurial horizons and stimulate creative and innovative thinking. No late assignments will be accepted.

PERFORMANCE EVALUATION AND GRADING:

Your grade in this course will be determined by your performance on two individual assignments, two article reviews, a feasibility analysis/ presentation, elevator pitch, three exams, a three-part integrative team project, final presentation, and the level and quality of your participation. Your grade will be calculated by adding the points earned (not percentage). The point distribution will be as follows:

Individual Assignments (2@10)	20
Articles Reviews (2@10)	20
Opportunity Presentation	20
Elevator Pitch	10
Integrative Team Project	150
Final Project Presentation	30
Exams: (3 @ 100 each)	<u>300</u>
Maximum Points Possible	550

<u>Final</u>	<u>Grade</u>
495 to 550	A
440 to 494.9	B
385 to 439.9	C
330 to 384.9	D
329.9 and less	F

GROUND RULES:

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

TEAM ASSIGNMENTS:

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

INDIVIDUAL ASSIGNMENTS:

Individual Assignments

Two (2) individual assignments will be announced in class. Sufficient effort will be made by the student to earn satisfactory grades. You will be judged against your peers. Please upload to Canvas.

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 submit a written report detailing its analysis, findings and recommendations. Check the course outline for specific assignment due dates.

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. **All submissions will be graded as to content, grammar, citations, and sentence structure.** Late submissions will not be accepted.

Here are the specifics:

- 12-point Arial font, ¼ inch indentions, and 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 full page, 5 points will be deducted from your total score.
- No coversheet or Letter of Transmittal is required.
- See the example below.

Article review of:	<u>Name of Article</u>
Author of Article:	Author's Name Here
Source of Article:	Full APA Citation
By your name:	Good Student

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, 6th Ed. I have examples of what you will run into below.

Online Magazine Article Example

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 Example

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:

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 in tact 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 via PDF. A professional report that (a) demonstrates a command and understanding of the business, the Industry, and competitors, (b) uses sound presentation logic and well thought through justifications, and (c) displays a liberal use of *appropriate* graphs, charts and tables, is expected. Late submissions will not be accepted. All projects will be submitted to www.turnitin.com in full compliance of university policy*.

What about the presentations?

The opportunity analysis, elevator pitch, and final team presentation must be of the highest professional standards. Use of appropriate presentation mediums and captivating presentation style is essential. Your team's presentation will be graded based on the quality of (a) the content of the presentation, (b) the presentation style, and (c) the ability of the team to justify its position in the Q&A. All presentations will be 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 final report. In addition, peer evaluations will be randomly requested during the semester to monitor team processes. Teams may also initiate a peer evaluation to alert the instructor of issues. Removal from the team is possible, but rare. Warnings (using my criteria) usually correct the situation. **It is the team's responsibility to inform underperforming members of your**

concerns and the possible effects on individual grades. We are all adults, so handle this with the proper care it deserves.

Students dropped from teams will be required to complete an entire project on their own and will NOT be permitted to make the final presentation (minus 30 points).

EXAMS (1, 2, and 3):

Three exams will be administered in the classroom. I will also be in the classroom as a proctor monitoring your progress and to troubleshoot any problems. Each exam will consist of short answer, multiple choice, matching, and true-false questions. **Exams will be taken in class as scheduled.** You will complete all exams within the time allotted. Books and notes are ***NOT*** permitted!

CANVAS LEARNING SYSTEM AND OUTRAGES:

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: <https://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.

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 (2) 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.

NON-CONFIDENTIAL EMPLOYEES:

Due to changes in Texas state law, faculty and staff are now considered **non-confidential** employees. Individuals/ students sharing that they suffer from depression, are contemplating suicide, involved in sex trafficking, or are victims of crimes (to include domestic violence) must be referred to the proper UNT office. Faculty and staff that fail to report are subject to immediate termination/ prosecution.

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.

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. The help desk is available to help solve personal computer issues and is located at <https://www.unt.edu/helpdesk>. The help desk web page has contact and hours of operations information displayed. In addition, ISP issues will be dealt with on an individual basis and will require documentation. Please modify pop-up blocker software.

USE OF THE CANVAS LEARNING SYSTEM:

The student assumes ALL responsibility for downloading instructional material, class assignments, taking quizzes, and uploading assignments within the Canvas Learning System.

DROPPING THE COURSE:

If you decide it is necessary to drop the course, please adhere to the related guidelines presented in the *Fall 2020 Schedule of Classes – the University of North Texas*. The drop form is located at https://registrar.unt.edu/sites/default/files/drop_request_fillable_1.pdf.

STUDENT ATHLETES:

Student athletes have the difficult task of maintaining grades and high levels of physical performance. Due to these simultaneously difficult tasks, 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.

STUDENTS WITH DIFFERENT ABILITIES:

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

You may request reasonable accommodations at any time; however, ODA notices of reasonable accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of reasonable accommodation for every semester and must meet with each faculty member prior to implementation in each class.

Students are strongly encouraged to deliver letters of reasonable accommodation via email attachment, during faculty office hours, or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information, refer to the Office of Disability Access website at <https://disability.unt.edu>. You may also contact ODA by phone at (940) 565-4323.

COVID-19 POLICY AND CLASS ATTENDANCE:

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 COVID-19. 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 COVID-19. It is important that you communicate with me prior to being absent so I may make a decision about accommodating your request to be excused from class.

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

POLICY ON FACE COVERINGS (F2F):

Face coverings are required in all UNT facilities. Students are expected to wear face coverings during this class. If you are unable to wear a face covering due to a disability, please contact the Office of Disability Access to request an accommodation. UNT face covering requirements are subject to change due to community health guidelines. Any changes will be communicated via the instructor.

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.

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. 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*. (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, sentence structure issues and other crimes against good writing. All COB courses are required to display this policy.**

Student Standards of Academic Integrity

http://policy.unt.edu/sites/default/files/untpolicy/pdf/7-Student_Affairs-Academic_Integrity.pdf

Code of Student Conduct and Discipline

http://conduct.unt.edu/sites/default/files/pdf/code_of_student_conduct.pdf

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

PANDEMIC, DISASTER, OR WEATHER CONDITIONS:

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

EMERGENCY ALERTS POLICY:

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

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.

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) 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.

INCOMPLETE GRADES:

Professors in the College of Business must seek authorization to grant incomplete grades. Requests must go through the Professor's Department Chair and the Dean. After approval, 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.

BE PROFESSIONAL: (Circumstances Not Covered by UNT Policy)

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, because you missed the deadline. Under no circumstances will I grant such a request 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. Take advantage of them, because at the end of the course is too late. In effect, act professionally and be treated as such.

MGMT 4100 – Business Planning for Entrepreneurs
Course Outline - Fall 2020¹

Week	Date	Topic	Reading/Assignment
1	Aug 25	- Introduction & Overview	Read the syllabus Think About Creating a New Business
	Aug 27	- Team selection and governance	In class activity
2	Sept 01	- Defining Value Proposition for Business Planning - Discussing Adaptive Strategies in Business Planning	Additional Lecture
	Sept 03	- Research Lesson	UNT Online Library Additional Lecture
3	Sept 08	- Research Lesson	UNT Online Library Additional Lecture
	Sept 10	- Business Models and Business Planning	Text: Chapter 4 Due Today: Assignment 01 with the first page of three Industry snapshots
4	Sept 15	- Advanced Industry and Competitor Analysis for Business Planning	Text: Chapter 4
	Sept 17	- Resources Analyses for Business Planning	Additional Lecture
5	Sept 22	- Creating a Comprehensive Business Plan - Road Map of the Future Business Venture	Text: Chapter 5 Due Today: Assignment 02 with a list of competitors
	Sept 24	- Creating a Comprehensive Business Plan - Business and Strategic Planning	Text: Chapter 5
6	Sept 29	- Exam #1 (chaps. 4 & 5, research methods, videos, and additional lecture material)	In class unless notified
	Oct 01	- Business Planning Opportunity Presentation	In class activity

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.

7	Oct 06	- Business Planning and Purchasing an Existing Business	Text: Chapter 7
	Oct 08	- Business Planning and Purchasing an Existing Business	Text: Chapter 7 Due Today: Part One of the BP
8	Oct 13	- Elevator Pitch	In class activity 20 Slides, Pecha Kucha Style
	Oct 15	- Business Planning and the Marketing Plan	Text: Chapter 9
9	Oct 20	- Business Planning and the Marketing Plan	Text: Chapter 9
	Oct 22	- Advanced Pricing Strategies for Business Planning	Text: Chapter 11
10	Oct 27	- Advanced Pricing Strategies for Business Planning - Organizational Design and Business Planning	Text: Chapter 11 Additional Lecture
	Oct 29	- Team Meeting with Instructor	In class activity
11	Nov 03	- Team Meeting with Instructor	In class activity
	Nov 05	- Exam #2 (chaps. 7, 9, & 11, videos, and additional lecture material)	In class unless notified Due Today: Part Two of the BP
12	Nov 10	- Advanced Financial Planning for businesses	Text: Chapter 12
	Nov 12	- Business Planning for Cash Flow	Text: Chapter 13
13	Nov 17	- Business Planning for Cash Flow - Asset Financing and Business Planning	Text: Chapter 13 Text: Chapter 15
	Nov 19	- Asset Financing and Business Planning - Practice with Financial Statements	Text: Chapter 15 In class activity
14	Nov 24	- Exit Strategies and Trusts in Business Planning	Text: Chapter 17 Due Today: Part Three of the BP
14	Nov 26	- Thanksgiving Holiday	

15	Dec 01	- Final Project Presentations	Zoom presentation
	Dec 03	- Final Project Presentations	Zoom presentation
16	Dec 07	Final Exam Today (chaps. 12, 13, 15, & 17, videos, and additional material)	Dec 08: 10:30 am – 12:30 pm In class unless notified
16	Dec 11	Grades posted in Canvas.	

I wish you Success and Peace!

Team # _____ LName _____ FName _____

Class: MGMT 4100 Signature _____

TEAM PROJECT PARTICIPATION

GRADING SHEET INSTRUCTIONS:

- * Evaluate the performance of each team member (**starting with you**) using the following criteria.
Did the individual display initiative while working on project?
Did the individual attend scheduled meetings?
Did the individual adequately complete assigned work?
Did the individual foster team spirit?
Did the individual contribute to project completion?
- * You must distribute a total of $[N \times 100]$ points among your team members based on each member's overall contribution to the team project. N = the number of individuals on your team. For example, if there are 8 members (**including you**) on the team, then the total number of points that must be distributed among the members of your team is: $8 \times 100 = 800$.
- * For any team member whose points are significantly above or below the team average (i.e., greater than 110, or less than 85), please make specific comments indicating why the team member received that score.
- * Fold the evaluation sheet and return it to the instructor with the finished report.

PERFORMANCE EVALUATION MATRIX

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

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

Member Name _____

Member Name _____

Member Name _____

Member Name _____

INFORMATION ON THE PROJECT

1. Follow the outline provided. Projects generally take a minimum of 150 hours of preparation time and run 25-35 pages for the project, not including financials. The entire project is submitted via PDF.
2. Projects should be well thought out and assumptions should be reasonable and clearly delineated. Consistency is critical. Reading and re-writing is imperative to achieve consistency. All work should be professionally done on a laser printer and I like my Power Point slides 3 slides to a page.
3. Make sure the “deal” is clearly defined—How much it will cost, how long it will take, what the payback is, etc.
4. A letter of transmittal should be included immediately behind the confidentiality agreement in your project.
5. Graphics should be included—Organizational charts generally are more desirable than writing out all the information.
6. Photographs are o.k. to include if you have a significantly different product or need to show something unusual about a location. Each photo should take no more than 1/4 to 1/3 of a page and there should be no more than three pictures in the body of the paper. Others may be included in the appendix.
7. Use 1” margins on all sides. Use ¼ inch indentions for emphasis and bullet points. Levels 2 & 3 headings should be left justified.
8. Use 12-point Ariel font, single character/ line spacing, and APA parenthetical citation style (end of sentence or paragraph). This will make submission to www.Turnitin.com easier to rectify. You will still create an APA style “Works Cited” section.
9. Financial forecasts spreadsheets will follow industry models in the library desk references. If you know your assumptions, Revenue and Expenses can tell how you’re doing and will influence your financing plan. Written assumptions should be included (footers) to verify from where numbers are derived. Do not forget the break-even and ratio analyses.
10. Evaluation—
 - Did you follow the format in the book and as instructed? Is it realistic?
 - Is it professionally done? Is the grammar and spelling correct?
 - Is it well thought out? Is it consistent?
 - Is the “deal” clearly defined—how much \$, for how long, when and how are you going to pay it back?
 - Technical, Artistic, Absolute ranking

PROJECT SUBMISSION FORMAT:

1. Cover sheet with team number and company logo

2. Letter of Transmittal (to Professor Sexton, and not a memo)
3. Table of Contents (i)
4. Table of Figures (ii)
5. Executive Summary (starting with page 1)
 - a. Company logo, address, telephone number, and web site
 - b. One point of contact, one signature
 - c. Team members' names in textbox footer
6. Project as instructed in class
7. **Microsoft Word and Excel files of Exact Report and Works Cited**
 - a. Microsoft Word
 - b. Financials in Microsoft Excel
 - c. Minus licenses, permits, forms, floor plan layout, resumes, Infographic, other graphics, brochures, and appendix items. These items do not scan well.

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

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

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

I, _____, hereby voluntarily authorize
[Print Name of Student]
the instructor in [MGMT 4100 Business Planning for Entrepreneurships] to disclose assignments that contain my name and/or student identification number to an internet-based plagiarism detection service.**

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

Student Signature

Date

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

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Authorization to Photograph and Use Likeness

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

Student Signature

Date

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