UNIVERSITY of NORTH TEXAS
G. BRINT RYAN COLLEGE OF BUSINESS


## COURSE ID AND TITLE

MGMT 4100 – Business Planning for Entrepreneurs ⭐
Section 001 - Fall 2021 - Face-to-Face Class


## 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. Please do **NOT** contact me through Canvas.
                     Email checked daily except Sunday.
**ZOOM Hours:**     Monday: 1:00 pm – 4:00 pm., Wednesday: 10:00 am – 12:00 pm.,
Tuesdays and Thursdays: 12:55 – 1:55 pm. Other times available by appointment.


## 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 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 will communicate with you using Canvas course Announcements and Messages to your default email account such as EUID@unt.edu, EUID@my.unt.edu, or EUID@students.unt.edu.  You can expect a response within 24 hours. It is your responsibility to check your default e-mail account three times weekly. Remember, I do not have administrative access to change your default e-mail account. Only you can make changes. Please consider the following example.


To:     Michael.Sexton@unt.edu
From: Good.Student@my.unt.edu
Title:   MGMT 4100.001 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 underlined 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.

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## REQUIRED ACCESS TO TEXTBOOK AND SOFTWARE

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. I recommend renting the textbook.

**Microsoft Office Suite®, Adobe PDF Reader, and Grammarly.com 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 of MS Office Suite at: https://cob.unt.edu/students/microsoft-campus-licensing-agreement. In addition, there are free-of-charge versions of Adobe PDF Reader and Grammarly available on the Internet. Do not send me assignments in PDF, HTML, Pages®, Word Perfect®, linked to Microsoft 365®, linked to Sharepoint.com®, linked to One Note®, 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 also need access to a **Windows or Apple compatible PC/ Tablet/ Smartphone** connected to an electrical source and the Internet. Additional requirements include a screen, web cam, microphone, keyboard, mouse, speakers, printer, and video codec software. Most computers less than five years old have the necessary codec software. Campus access labs (Perches) are also fully equipped.

Course-specific technical skills learners must have to succeed in the course include:
- Using Canvas
- Using email with attachments
- Downloading and installing software
- Using spreadsheet programs
- Uploading completed Word and Excel assignments to Canvas

## TECHNICAL ASSISTANCE

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

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**UIT Help Desk**: UIT Student Help Desk site (http://www.unt.edu/helpdesk/index.htm)
**Email**: helpdesk@unt.edu
**Phone**: 940-565-2324
**In Person**: Sage Hall, Room 130
**Walk-In Availability**: 8am-9pm
**Telephone Availability**:
- Sunday: noon-midnight
- Monday-Thursday: 8am-midnight
- Friday: 8am-8pm
- Saturday: 9am-5pm

**Laptop Checkout**: 8am-7pm

## RULES OF ENGAGEMENT

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

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

## COURSE REQUIREMENTS

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

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| Element | Points |
|---|---|
| Individual Assignments (4@5) | 20 |
| Article Review (2 each @ 10) | 20 |
| Opportunity Presentation | 20 |
| Elevator Pitch | 10 |
| Integrative Team Project | 150 |
| Final Project Presentation | 30 |
| Exams (3 each @ 100) | 300 |
| Maximum Points Possible | 550 |

| Final | Grade |
|---|---|
| 495 to 550 | A |
| 440 to 494.9 | B |
| 385 to 439.9 | C |
| 330 to 384.9 | D |
| 329.9 and below | F |

## COVID-19 POLICY 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-) to learn more. You are required to attend class two (2) days per week.

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) 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.

## STATEMENT ON FACE COVERINGS

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. I have permission to wear a face shield during lecture.

## EXAM POLICY

**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 exam may consist of multiple choice, calculations, and true-false questions.

## INDIVIDUAL ASSIGNMENT POLICY

**Individual Project Submissions**
Two (2) written assignments and two (2) surveys are required this term. These should be key boarded utilize the American Psychological Association (APA) citation format, and limited to 5 pages in length (excluding exhibits, tables and appendices).  A professional report that (a) demonstrates a command and understanding of the topic, (b) uses sound presentation logic and well thought through justifications, and (c) displays a use of *appropriate* graphs, charts and tables, is expected. Submit your **Microsoft Word** and /or **Excel** files to Canvas for submission to www.turnitin.com.  *All submissions will be graded as to following instructions, content, punctuation, grammar, citations, and sentence structure.* I expect university level writing. Late submissions will not be accepted (unless covered by university policy). I will provide additional guidelines for individual projects submissions on Canvas document pages.

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

Look for a current article (newspaper, current news magazine, or legitimate Internet website no older than 6 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).

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.
- The citation appears at the top of your paper. There is no need to cite at the end of sentences or paragraphs.
- 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.
- No coversheet or Letter of Transmittal is required.
- All submissions will be graded as to following instructions, content, punctuation, grammar, citations, and sentence structure. See the example below.

_____

**Article review of:** Name of Article
**Author of Article:** Name of Author
**Source of Article:** Full APA Citation (as illustrated below)
**By your name:** Student, Good


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 at the end of the syllabus. 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 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 to Canvas. 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).

## 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: helpdesk@unt.edu or 940.565.2324

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and obtain a ticket number. The instructor and the UNT Student Help Desk will work with the student to resolve any issues at the earliest possible time.

## STUDENT ATHLETES

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

## CANVAS LEARNING SYSTEM GRADES AND ANNOUNCEMENTS

Grades posted in the Canvas Learning System are unofficial. The instructional team will keep official grades (in spreadsheet form) in a secure location. This is to protect against hacking of the Canvas Learning System and destruction of grade reports. Official grades and Canvas Learning System grades should be equivalent (match). Please contact me to discuss discrepancies. 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 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.

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## USE OF THE CANVAS LEARNING SYSTEM

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

## DROPPING THE COURSE

If you decide it is necessary to drop the course, please adhere to the related guidelines presented in the *2021-2022 Schedule of Classes – the University of North Texas*.

## PANDEMIC AND DISASTERS POLICY

The word "Pandemic" refers to health related emergencies as declared by the proper authorities. The word "Disaster" refers to either natural and man-made activities, or states of emergency affecting the population, as declared by the proper authorities. We will continue to operate through normal Internet connections (Canvas). Course timing and due dates adjustments will be made as required. I will contact you via telephone, through Canvas, and Eagle Connect email platforms.

## INCOMPLETE GRADES

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

## SITUATIONS NOT COVERED BY UNIVERSITY POLICY

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

## NON-CONFIDENTIAL EMPLOYEES

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 (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.

## 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.

# UNIVERSITY POLICIES

## Academic Integrity Policy

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.

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.

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.

## 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/).

## 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.

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## 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) to learn more.

## Access to Information - Eagle Connect

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

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

## Sexual Assault Prevention

UNT is committed to providing a safe learning environment free of all forms of sexual misconduct, including sexual harassment sexual assault, domestic violence, dating violence, and stalking. Federal laws (Title IX and the Violence Against Women Act) and UNT policies prohibit discrimination on the basis of sex, and therefore prohibit sexual misconduct. If you or someone you know is experiencing sexual harassment, relationship violence, stalking, and/or sexual assault, there are campus resources available to provide support and assistance. UNT's Survivor Advocates can assist a student who has been impacted by violence by filing protective orders, completing crime victim's compensation applications, contacting professors for absences related to an assault, working with housing to facilitate a room change where appropriate, and connecting students to other resources available both on and off campus. The Survivor Advocates can be reached at 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 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/). 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 internationaladvising@unt.edu) to get clarification before the one-week deadline.

## Student Verification

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

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

## Use of Student Work

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.

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## Transmission and Recording of Student Images in Electronically-Delivered Courses

1. No permission is needed from a student for his or her image or voice to be transmitted live via videoconference or streaming media, but all students should be informed when courses are to be conducted using either method of delivery.

2. In the event an instructor records student presentation, he or she must obtain permission from the student using a signed release in order to use the recording for future classes in accordance with the Use of Student-Created Work guidelines above.

3. Instructors who video-record their class lectures with the intention of re-using some or all of recordings for future class offerings must notify students on the course syllabus if students' images may appear on video. Instructors are also advised to provide accommodation for students who do not wish to appear in class recordings.

   Example: This course employs lecture capture technology to record class sessions. Students may occasionally appear on video. The lecture recordings will be available to you for study purposes and may also be reused in future course offerings.

No notification is needed if only audio and slide capture is used or if the video only records the instructor's image. However, the instructor is encouraged to let students know the recordings will be available to them for study purposes.

# 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)
- Counseling and Testing Services (https://studentaffairs.unt.edu/counseling-and-testing-services)
- UNT Care Team (https://studentaffairs.unt.edu/care)
- UNT Psychiatric Services (https://studentaffairs.unt.edu/student-health-and-wellness-center/services/psychiatry)
- Individual Counseling (https://studentaffairs.unt.edu/counseling-and-testing-services/services/individual-counseling)

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## Additional Student Support Services

- Registrar (https://registrar.unt.edu/registration)
- Financial Aid (https://financialaid.unt.edu/)
- Student Legal Services (https://studentaffairs.unt.edu/student-legal-services)
- Career Center (https://studentaffairs.unt.edu/career-center)
- Multicultural Center (https://edo.unt.edu/multicultural-center)
- Counseling and Testing Services (https://studentaffairs.unt.edu/counseling-and-testing-services)
- Pride Alliance (https://edo.unt.edu/pridealliance)
- UNT Food Pantry (https://deanofstudents.unt.edu/resources/food-pantry)

## Academic Support Services

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

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**MGMT 4100 – Business Planning for Entrepreneurs**
**Course Outline - Fall 2021[1]**

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[1]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.

| Week | Date | Topic | Reading/Assignment |
|---|---|---|---|
| 1 | Aug 24 | - Introduction & Overview | Read the syllabus<br>Think About Creating a New Business |
| | Aug 26 | - Team selection and governance | In class activity |
| 2 | Aug 31 | - Defining Value Proposition for Business Planning<br>- Discussing Adaptive Strategies in Business Planning | Additional Lecture<br>**Due Today: team roster and charter** |
| | Sept 02 | - Defining Value Proposition for Business Planning<br>- Discussing Adaptive Strategies in Business Planning | Additional Lecture |
| 3 | Sept 07 | - Research Lesson | UNT Online Library<br>Additional Lecture<br>**Article Review 01** |
| | Sept 09 | - Business Models and Business Planning | Text: Chapter 4 |
| 4 | Sept 14 | - Advanced Industry and Competitor Analysis for Business Planning | Text: Chapter 4 |
| | Sept 16 | - Resources Analyses for Business Planning | Additional Lecture |
| 5 | Sept 21 | - Creating a Comprehensive Business Plan<br>- Road Map of the Future Business Venture | Text: Chapter 5<br>**Due Today: Assignment 02 with a list of competitors** |
| | Sept 23 | - Creating a Comprehensive Business Plan<br>- Business and Strategic Planning | Text: Chapter 5 |
| 6 | Sept 28 | - **Exam #1 (chaps. 4 & 5, research methods, videos, and additional lecture material)** | In class unless notified |
| | Sep 30 | - Business Planning and Purchasing an Existing Business | Text: Chapter 7 |
| 7 | Oct 05 | - Business Planning and Purchasing an Existing Business | Text: Chapter 7 |
| | Oct 07 | - Team work day | **Due Today: Part One of the** |

| | | | BP |
|---|---|---|---|
| 8 | Oct 12 | - Opportunity Pitch | In class activity<br>20 Slides, Pecha Kucha Style |
| | Oct 14 | - Business Planning and the Marketing Plan | Text: Chapter 9 |
| 9 | Oct 19 | - Business Planning and the Marketing Plan | Text: Chapter 9<br>**Article Review 02** |
| | Oct 21 | - Advanced Pricing Strategies for Business Planning | Text: Chapter 11 |
| 10 | Oct 26 | - Advanced Pricing Strategies for Business Planning<br>- Organizational Design and Business Planning | Text: Chapter 11<br>Additional Lecture |
| | Oct 28 | - Team Meeting with Instructor<br>- Elevator pitch | In class activity<br>2-Minute Pitch by team |
| 11 | Nov 02 | - Team Meeting with Instructor | In class activity |
| | Nov 04 | - Advanced Financial Planning for businesses | Text: Chapter 12 |
| 12 | Nov 09 | - **Exam #2 (chaps. 7, 9, & 11, videos, BP template, and additional lecture material)** | **Due today: Part Two of the BP**<br>In class activity |
| | Nov 11 | - Business Planning for Cash Flow | Text: Chapter 13 |
| 13 | Nov 16 | - Business Planning for Cash Flow<br>- Asset Financing and Business Planning | Text: Chapter 13<br>Text: Chapter 15 |
| | Nov 18 | - Asset Financing and Business Planning<br>- Practice with Financial Statements | Text: Chapter 15<br>In class activity |
| 14 | Nov 23 | - Exit Strategies and Trusts in Business Planning | Text: Chapter 17<br>**Due Today: Part Three of the BP** |
| 14 | Nov 25 | - Thanksgiving Holiday | Enjoy the day. |
| | | | |
| 15 | Nov 30 | - Final Project Presentations | Class presentation on Executive Summary |

| | Dec 02 | - **Final Project Presentations** | Class presentation on Executive Summary |
|---|---|---|---|
| **16** | TBA | **Final Exam Today (chaps. 12, 13, 15, & 17, videos, and additional material)** | **TBA** In class unless notified |
| | Dec 11 | Grades posted in Canvas. | |
| I wish you Success and Peace! | | | |

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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*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*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 <u>finished report</u>.

### PERFORMANCE EVALUATION MATRIX

| NAME OF TEAM MEMBER | POINTS  ALLOCATED [Ensure that this column total =[N*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

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**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.

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

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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 Entrepreneurs] 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).

<div style="border:1px solid black; background-color:#d9d9d9; padding:10px;">

**UNIVERSITY OF NORTH TEXAS**
Authorization to Photograph and Use Likeness

</div>

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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_____          _____
Student Signature                                                                  Date

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_____          _____
Student Signature                                                                  Date