

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

**MGMT 4220 – Advanced Entrepreneurship  
Section 001, Spring 2020  
Thursday, 6:30 – 9:20 pm  
“Realizing 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](mailto: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](#), [Wednesday: 12:00 pm – 2:00 pm](#), and [Thursday: 5:00 pm – 6:00 pm \(CST\)](#). Other times available by appointment.

**INTRODUCTION:**

**Entrepreneurship** (MGMT 4220) is a senior level, **Team Based** research course focusing on the initiation of new ventures and approaches to growth of existing firms through opportunity recognition, innovation, and change. The course emphasizes developing effective entrepreneurial skills and behaviors and includes the preparation of a comprehensive project.

Prerequisites: MGMT 3330, 3720, 3810, 3850, MKTG 3650, FINA 3770, and MSCI 3710 or consent of the department.

**COURSE OBJECTIVES:**

- 1.) The stages of new venture creation;
- 2.) Make decisions related to opportunity evaluation;
- 3.) Understand the problems and challenges in entrepreneurship;
- 4.) Multi task and handle operational details of a new business;
- 5.) Recognize the trade-offs and implications of entrepreneurial actions;
- 6.) Work effectively with peers to develop and recommend specific, effective solutions to entrepreneurial problems;
- 7.) Understand the factors affecting sustained viability.

**REQUIRED ACCESS TO TEXTBOOK, SOFTWARE, AND HARDWARE:**

Allen, K., & Salimath, M. (2014). Growing & Managing a Small Business (Custom Ed.). Mason, OH: Cengage Learning Inc. You may also use Allen, K. (2007). Growing and Managing a Small Business (2<sup>nd</sup> Ed.). (Additional readings, cases, and exercises will be distributed in class). 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, 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.

Remember, the entrepreneurial choice you make to pursue these learning opportunities as well as your choice to put in required vs. maximum effort will ultimately determine the individual benefits you derive from this course. Recognize that it is difficult to recoup from lost time and opportunity, so make wise decisions. A series of activities are provided throughout the semester that covers *distinct* areas of entrepreneurial experience. Quality work over extended range of time and activities is what contributes to entrepreneurial persistence, passion and enduring success. The ideal student will perform consistently well in *all* components of the course and is most likely to succeed in entrepreneurial activities as well as obtain desirable grades in this course. No late assignments will be accepted.

## **PERFORMANCE EVALUATION AND GRADING:**

Your grade in this course will be determined by your performance on two article reviews, a feasibility analysis, 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:

Articles Reviews (2@10)	20
Feasibility Analysis	20
Integrative Team Project	150
Final Project Presentation	35
Exams: (3 @ 150 each)	<u>450</u>
Maximum Points Possible	675

<u>Final</u>	<u>Grade</u>
607.5 to 675	A
540 to 607.4	B
472.5 to 539.9	C
405 to 472.4	D
404.9 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.

## INDIVIDUAL ASSIGNMENTS:

### 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.

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Article review of: Name of Article

Author of Article:

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, 6<sup>th</sup> 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:

### *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](http://www.turnitin.com) in full compliance of university policy\*.

### *What about the presentations?*

The feasibility analysis 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 35 points). Other options include dropping or failing the course.

## **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 multiple choice 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 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.

## **ORGANIZATIONAL CITIZENSHIP BEHAVIOR:**

Your individual grade on the integrated project will be based on the team score and peer evaluations. Therefore, contributions must be useful and timely. Individuals will engage in pro-social behaviors, and attendance at team meetings is strongly encouraged.

## **ACCEPTABLE STUDENT BEHAVIOR:**

Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Center for Student Rights and Responsibilities to consider whether the student's conduct violated the Code of Student Conduct. The university's expectations for student conduct apply to all instructional forums, including university and electronic classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at [www.unt.edu/csrr](http://www.unt.edu/csrr).

## **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 in this requirement are subject to immediate termination and criminal 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 *2019-2020 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](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 course instructor works closely with and conforms to the strict guidelines of the Office of Disability Access. Printed exams will be administered by the ODA at a location agreed upon by the client, the instructor, and ODA staff.

## **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 paraphrase 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://faculty.success.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](http://policy.unt.edu/sites/default/files/untpolicy/pdf/7-Student_Affairs-Academic_Integrity.pdf)

Code of Student Conduct and Discipline

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

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

### **PANDEMIC, 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](http://my.unt.edu). The university's radio station, [KNTU 88.1 FM](#) and website <http://www.unt.edu>, will provide updated information during an emergency situation.

### **COLLEGE EMERGENCY EVACUATION PROCEDURES:**

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

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



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

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

For F–1 students enrolled in classes for credit or classroom hours, no more than the equivalent of one class or three credits per session, term, semester, trimester, or quarter may be counted toward the full course of study requirement if the class is taken on-line or through distance education and does not require the student's physical attendance for classes, examination or other purposes integral to completion of the class. An on-line or distance education course is a course that is offered principally through the use of television, audio, or computer transmission including open broadcast, closed circuit, cable, microwave, or satellite, audio conferencing, or computer conferencing. If the F–1 student's course of study is in a language study program, no on-line or distance education classes may be considered to count toward a student's full course of study requirement [Title 8 CFR 214.2 Paragraph (f)(6)(i)(G)].

#### **UNIVERSITY OF NORTH TEXAS COMPLIANCE:**

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

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

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

Because the decision may have serious immigration consequences, if an F-1 student is unsure about his or her need to participate in an on-campus experiential component for this course, s/he should contact the UNT International Student and Scholar Services Office (telephone 940-565-2195 or email [internationaladvising@unt.edu](mailto:internationaladvising@unt.edu)) to get clarification before the one-week deadline.

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

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

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

### **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 4220 – Advanced Entrepreneurship**  
**Course Outline - Spring 2016<sup>1</sup>**

<b>Week</b>	<b>Date</b>	<b>Topic</b>	<b>Reading/Assignment</b>
<b>1</b>	Jan 14	- Introduction & Overview - Introduction and Overview - Starting a Business	Text: Chapter 3 Read the syllabus Hand-outs
<b>2</b>	Jan 21	- Research Methods - Google Scholar - Starting a Business	Text: Chapter 3 Handouts
<b>2</b>	Jan 21	- Form Teams - Start feasibility analysis	Text: Chapter 3 Handouts
<b>3</b>	Jan 28	- Guest speaker - Entrepreneurship and Small Business	Text: Chapter 1 Handouts
	Jan 28	- Entrepreneurial Strategies and Business Ethics - Guest Speaker	Text: Chapter 2 Handouts
<b>4</b>	Feb 04	- Entrepreneurial Strategies and Business Ethics	Text: Chapter 2 Handouts
	Feb 04	- Acquiring a Business and Franchising - Guest Speaker	Text: Chapter 4 Handouts
<b>5</b>	Feb 11	- Presentations	Handouts <b>Feasibility Analysis Due Today</b>
	Feb 11	- Stepping into a Family Business	Text: Chapter 5 Handouts <b>Article Review Due Today</b>
<b>6</b>	Feb 18	- Launching a High-Technology Venture	Text: Chapter 6 Handouts
	Feb 18	- Choosing a Legal Form of Business	Text: Chapter 7 Handouts
<b>7</b>	Feb 25	- <b>Exam #1 (chaps. 1-6, research methods, videos, guest speakers, and additional materials)</b>	<b>BP Part One Due Today</b>
	Feb 25	- Conducting Marketing Research in a Global Environment	Text: Chapter 11 Handouts
<b>8</b>	Mar 3	- Distribution Channels and Pricing	Text: Chapter 12 Handouts
	Mar 3	- Class Discussion - Distribution Channels and Pricing	Text: Chapter 12
<b>9</b>	Mar 10	- Spring Break.	University Closed.
	Mar 10	- Spring Break	University Closed.

<sup>1</sup>This schedule is not absolute. While every effort will be made to follow the schedule as listed, changes may be made as needed. It is your responsibility to be aware of any announced changes.

<b>10</b>	Mar 17	- Designing a Marketing Plan from Start-up Through Growth	Text: Chapter 13 Handouts
	Mar 17	- Designing the Business	Text: Chapter 14 Handouts
<b>11</b>	Mar 24	- <b>Team Projects Due</b> - <b>CD with Word and Excel files due today</b> - Managing Operations	Text: Chapter 15 Handouts
	Mar 24	- Managing Operations	Text: Chapter 15 Handouts <b>Article Review Due Today</b>
<b>12</b>	Mar 31	- <b>Exam #2 (7, 11-15, videos, additional materials, and speakers)</b>	<b>BP Part Two Due Today</b>
	Mar 31	- Cash Planning and Start-up Financing	Text: Chapter 16 Handouts
<b>13</b>	Apr 07	- Cash Planning and Start-up Financing - Managing and Evaluating Financial Performance	Text: Chapter 16 Text: Chapter 17 Handouts
	Apr 07	- Managing and Evaluating Financial Performance	Text: Chapter 17 Handouts
<b>14</b>	Apr 14	- Class Discussion - Financing Growth	Text: Chapter 18 Handouts
	Apr 14	- Risk Management	Text: Chapter 19 Handouts
<b>15</b>	Apr 21	- Harvesting the Wealth	<b>BP Part Three Due Today</b> Text: Chapter 20 Handouts
	Apr 21	- Harvesting the Wealth	Text: Chapter 20 Handouts
<b>16</b>	Apr 28	- <b>Simulation Results Due Today</b> - <b>Presentations due today</b>	<b>Executive Summary Team Presentation Due</b> Shirt and Tie Day Peer Evaluations Due Today
<b>16</b>	Apr 28	- <b>Presentations due today</b>	Peer Evaluations Due Today
<b>17</b>	May 05	<b>Final Exam Today (chaps. 16 - 20, videos, speakers, and additional material)</b>	Location: BLB 005 6:30 – 8:20 pm

I wish you Success and Peace!

Team # \_\_\_\_\_ LName \_\_\_\_\_ FName \_\_\_\_\_

Class: MGMT 4220 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 20-30 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. Include a non-disclosure clause on the front page of the project. Exact wording should be “This project has been submitted on a confidential basis solely for the benefit of selected, highly qualified investors in connection with the private placement of the above securities and is not for use by any other persons. Neither may it be reproduced, stored, or copied in any form. By accepting delivery of this plan, the recipient agrees to return this copy to the corporation at the address listed above if the recipient does not undertake to subscribe to the offering. Do not copy, fax, reproduce, or distribute without permission.”
5. A letter of transmittal should be included immediately behind the confidentiality agreement in your project.
6. Graphics should be included—Organizational charts generally are more desirable than writing out all the information.
7. 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 ½ 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.
8. Use 1” margins on the left (for binding) and 1” on other sides. Use ¼ inch indentions for emphasis and bullet points.
9. Use 12 point font, single character spacing and APA parenthetical citation style (end of sentence or paragraph). This will make submission to [www.Turnitin.com](http://www.Turnitin.com) easier to rectify. You will still create an APA style “Works Cited” section.
10. 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.
11. 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. Non-disclosure statement
4. Table of Contents (i)
5. Table of Figures (ii)
6. 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
7. Project as instructed in class
8. **PDF of Exact Report and Works Cited**
  - a. Microsoft Word and PDF
  - b. Financials in Microsoft Excel and PDF
  - c. Minus licenses, permits, forms, floor plan layout, resumes, Infographic, other graphics, brochures, and appendix items

**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 4220 Advanced Entrepreneurship] 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).

**UNIVERSITY OF NORTH TEXAS**  
**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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