

MGMT 3850-003 - Foundations of Entrepreneurship Syllabus

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Office Hours: As an Adjunct Instructor and entrepreneur, I try to keep my office hours flexible for my students. Accordingly, if you need to meet with me, please get in touch via Canvas or email and I will work around your schedule to meet.

OVERVIEW

Course Format

The composition of this course is exclusively online during a condensed summer semester. We will cover 14 chapters as outlined on the course schedule. Modules in the course will be conducted using the textbook, research, videos, articles, and cases. Articles and cases will deal with issues related to entrepreneurial problems. Recognize that each article/case is simply a record of an issue, which has been faced by business executives. It is not to be construed as portraying either correct or incorrect behaviors. Instead, these articles/cases contain the facts, opinions and prejudices upon which executive decisions have been made. As such, they will provide the basis for in-depth examination of particular issues and concepts.

Course Description

Foundations of Entrepreneurship (MGMT 3850): Emphasis on developing effective entrepreneurial skills, analytical abilities, market analysis capabilities, and understanding of principles of successful entrepreneurial actions. Includes preparation of a feasibility study.

Course Objectives

- Know and understand the basic theories and principles of entrepreneurship and small business management;
- Conduct industry, market, and customer research;
- Prepare a feasibility analysis;
- Demonstrate an understanding of basic business models;
- Learn about the advantages of intellectual property and franchising; and
- Understand the process of implementing a strategic plan.

Required Readings

Barringer, B.R., and Ireland, R.D. (2019). *Entrepreneurship: Successfully Launching New Ventures* (6th. Ed.). Upper Saddle River, NY: Pearson Education Inc. ISBN 13: 978-0-13-472953-4. (Additional readings, cases, and exercises will be distributed in class). MyLab is **NOT** required in these sections. It is recommended that you buy used or rent 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 at <https://cob.unt.edu/students/microsoft-campus-licensing-agreement>. 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®.

Technology

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

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 check your grades, assignments, and announcements four times a 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

Consistent with CDC guidelines and state policy, individuals are not required to wear face coverings on UNT's campuses. Non-vaccinated individuals are strongly encouraged to wear a face covering until further notice. The use of face coverings has proven to reduce the spread of diseases, including COVID-19. All students and faculty are welcome to wear a face covering in class or on campus to protect themselves and others from COVID-19.

TECHNICAL ASSISTANCE

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

UIT Help Desk: <https://it.unt.edu/helpdesk>

Email: helpdesk@unt.edu

Chat: <https://it.unt.edu/helpdesk/chat>

Phone: 940-565-2324

In Person: Sage Hall, Room 330

Walk-In Availability:

- Monday - Friday: 8:00am - 5:00pm CST

Telephone, Email, Ticket, or Chat Availability:

- Monday - Thursday: 8:00am - 9:00pm CST
- Friday: 8:00am - 5:00pm CST
- Saturday: 11:00am - 3:00pm CST
- Sunday: 12:00pm - 9:00pm CST

Laptop Checkout:

- Monday - Friday: 8:00am - 7:00pm CST

For additional support, visit <https://community.canvaslms.com/docs/DOC-10554-4212710328>

COURSE EVALUATION & ASSIGNMENTS

Evaluation (Point Breakdown)

- | | |
|------------------------------------|---|
| 1. Online Discussion: | 25 points |
| 2. Article Review: | 30 points (2 reviews: 1 written, 1 oral/over Zoom) |
| 3. Guest Speaker Recordings: | 20 points (2 recordings required at 10 points each) |
| 4. Industry Feasibility Analysis: | 25 points |
| 5. Product Feasibility Analysis: | 25 points |
| 6. Business Model Analysis: | 25 points |
| 7. Financial Feasibility Analysis: | 25 points |
| 8. Self-Feasibility Analysis: | 25 points |
| 9. Exams: | 300 points (3 exams at 100 points each) |

Total = 500 points

<u>Grading Scale (%)</u>	<u>Points</u>
90-100 = A	450~500
80-89.9 = B	400~449
70-79.9 = C	350~399
60-69.9 = D	300~349
≤ 59.9 = F	Below 300

**Final letter grade cut-offs may vary, depending on how the entire class performs.*

ASSIGNMENTS

Feasibility Analysis

Five (5) written feasibility reports should be typed, in 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 **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 one (1) written report and one (1) oral 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, while oral reports will be given over a 10-minute individual **Zoom meeting** with the professor during scheduled office hours.

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:

- You will write a one-page review on each article in APA format, and a 10-minute oral review over Zoom with the professor.
- Written:
 - 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, abstract, or Letter of Transmittal is required.
 - All submissions will be graded as to following instructions, content, punctuation, grammar, citations, and sentence structure.
- Oral:
 - Prepare the oral report similar to the written report, but talk through it and provide commentary during a one-on-one discussion with the professor to get direct feedback and potentially brainstorm on entrepreneurial thoughts from the article.
 - All submissions will be graded as to following instructions, content, and providing a list of citations.

Guest Speaker Recordings

Throughout the semester, we will have multiple guest speakers record a “fireside chat” with the professor about their career that you can view on Canvas in video format. The professor will alert the class when new speakers are available. It is your responsibility to watch two (2) of the recordings and then submit three questions meant for each speaker that you would like them to expand upon from their discussion, along with the two most impactful thoughts you learned from their discussion. This is an exercise meant to introduce students to other entrepreneurs, motivate students, show students that each path is different, and potentially allow students to expand on the relationship with guest speakers.

Exams

Three non-cumulative examinations will be administered online. I will also be online as a virtual proctor monitoring your progress and to troubleshoot any problems. Each exam can consist of multiple choice, calculations, and true-false questions. **Exams will open at 8:00 AM and remain open until 10:59 PM (CST, see schedule below).** You will complete all exams online within the time allotted. Each of the three exams may have different time limits (i.e. 50, 60 minutes). Modify your pop-up blocking software including the new Yahoo and Google browsers! Books and notes are *NOT* permitted!

DSL, cable, Fiber, or better connections are preferred for exams. Most homes and apartments have robust Internet service. Using wireless connections in your home will be OK. Dial-up and cellular wireless

connections have proven unsatisfactory and problem laden in the past. Exam times will always be stated in Central Standard Time (CST) and will be located under the “Quizzes” tab (left side navigation menu) on the home page. You can also access exams via the modules function.

COURSE POLICIES

1. All assignments are to be submitted at the time assigned. **No make-up assignments will be given.** Any assignment missed will be recorded as a zero. Should a student have a valid excuse due to a medical issue, a note must be obtained from your doctor. Failure to follow this policy will result in a lower score. It is mandatory that prior notice of a conflict be given to the instructor. If an emergency arises on the assignment due date, you must inform the instructor by an e-mail as soon as possible. It is **your** responsibility to ensure the instructor is notified of any complications involving class assignments. Any documentation regarding an absence must be received **within 5 days of the absence or it will not be accepted.**
2. If you are a student athlete and need special accommodations for practice, games, or travel, please let me know.
3. If you submit any written assignment, it will have to be in a Word or PDF file, and the file name should include your last name.
4. If at any time you feel the need for help, information concerning the course, and/or your standing (grade, attendance, etc.) in the course, **SEE YOUR INSTRUCTOR** as soon as possible!
5. E-mail correspondence will occur frequently throughout the semester. It is the **student's responsibility** to check their account regularly for announcements, assignments, and other important class information. When sending class-related e-mails to the instructor, **please address your professor and provide your own name.**

ACADEMIC INTEGRITY

Students caught cheating or plagiarizing will receive a "0" for that particular assignment or exam, and depending on the specific circumstance, students may receive an automatic failing grade for the course. Additionally, the incident will be reported to the Dean of Students, who may impose further penalty. According to the UNT catalog, the term "cheating" includes, but is not limited to: A) the use of any unauthorized assistance in taking quizzes, tests, or examinations; B) dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments; C) the acquisition, without permission, of tests or other academic material belonging to a faculty or staff member of the university; D) dual submission of a paper or project, or resubmission of a paper or project to a different class without express permission from the instructor(s); or E) any other act designed to give a student an unfair advantage. The term "plagiarism" includes but is not limited to: A) the knowing or negligent use by paraphrase or direct quotation of the published or unpublished work of another person without full and clear acknowledgment; and B) the knowing or negligent unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials.

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. The Code of Student Conduct can be found at <http://deanofstudents.unt.edu>.

ACCESS TO INFORMATION – EAGLE CONNECT

Your access point for business and academic services at UNT occurs at <http://www.my.unt.edu>. All official communication from the university will be delivered to your Eagle Connect account. For more information, please visit the website that explains Eagle Connect and how to forward your e-mail: <http://eagleconnect.unt.edu>.

ADA STATEMENT

The University of North Texas 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 you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You 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 Office of Disability Accommodation website at <http://disability.unt.edu>. You may also contact them by phone at (940) 565-4323.

EMERGENCY NOTIFICATION & PROCEDURES

UNT uses a system called Eagle Alert to quickly notify you 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). The system sends voice messages (and text messages upon permission) to the phones of all active faculty staff, and students. Please make certain to update your phone numbers at <http://www.my.unt.edu>. Some helpful emergency preparedness actions include: 1) know the evacuation routes and severe weather shelter areas in the buildings where your classes are held, 2) determine how you will contact family and friends if phones are temporarily unavailable, and 3) identify where you will go if you need to evacuate the Denton area suddenly. 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. You have a right to view your individual record; however, information about your records will not be divulged to other individuals without the proper written consent. You are encouraged to review the Public Information Policy and the Family Educational Rights and Privacy Act (FERPA) laws and the university's policy in accordance with those mandates at the following link: <http://essc.unt.edu/registrar/ferpa.html>.

STUDENT EVALUATION OF TEACHING (SETE)

Student feedback is important and an essential part of participation in this course. The Student Evaluation of Teaching (SETE) is a requirement for all organized classes at UNT. This short survey will be made available at the end of the semester to provide you with an opportunity to evaluate how this course is taught.

SUCCEED AT UNT

UNT endeavors to offer you a high-quality education and to provide a supportive environment to help you learn and grown. And, as a faculty member, I am committed to helping you be successful as a student. Here's how to succeed at UNT: Show up. Find Support. Get advised. Be prepared. Get involved. Stay focused. To learn more about campus resources and information on how you can achieve success: <http://success.unt.edu/>.

TENTATIVE COURSE SCHEDULE (Subject to change)

Week	Date	Topic	Reading/Assignment
1	June 02	<ul style="list-style-type: none"> - Class introduction and overview - Introduce Porter's Generic Model of Competition - Introduction to Entrepreneurship 	Read the syllabus Read the IBIS World Report Text: Chapter 1
1	June 04	<ul style="list-style-type: none"> - Individual Creativity, Recognizing Opportunities and Generating Ideas 	Text: Chapter 2 Online Discussion Due Today
2	June 07	<ul style="list-style-type: none"> - Industry and Competitor Analysis 	Text: Chapter 5
2	June 08	<ul style="list-style-type: none"> - Feasibility analysis 	Text: Chapter 3
2	June 09	<ul style="list-style-type: none"> - Developing an Effective Business Model 	Text: Chapter 4 Due: Article Review 01
2	June 10	<ul style="list-style-type: none"> - Exam #1 (chaps. 1, 2, 3, 4, & 5, videos, and additional material). - No IBIS World Report on exam 	Online exam in Canvas Download lockdown browser
3	June 14	<ul style="list-style-type: none"> - Reference the IBIS World Report - This is the foundation for our class 	Due: Industry/ Market Feasibility Analysis (Canvas)
3	June 15	<ul style="list-style-type: none"> - Unique Marketing Issues 	Text: Chapter 11
3	June 16	<ul style="list-style-type: none"> - Preparing the Proper Ethical and Legal Foundation 	Text: Chapter 7

3	June 17	- Assessing a New Venture's Financial Strength and Viability	Text: Chapter 8 Due: Develop/ Test the Barringer/ Ireland Business Model (Canvas)
4	June 21	- Building a New Venture Team	Text: Chapter 9 Due: Product/ Service Feasibility Analysis (Canvas)
4	June 22	- Obtaining Funding for the New Venture	Text: Chapter 10
4	June 23	- The Importance of Intellectual Property	Text: Chapter 12
4	June 24	- Exam #2 (chaps. 7, 8, 9, 10, and 11, videos, and additional material). - No IBIS World Report on exam.	Online exam in Canvas Use Lockdown Browser Due: Financial Feasibility Analysis (Canvas)
5	June 28	- Preparing for and Evaluating the Challenges of Growth	Text: Chapter 13
5	June 29	- Strategies for Firm Growth	Text: Chapter 14 Due: Organizational/ Self Feasibility Analysis (Canvas)
5	June 30	- Franchising	Text: Chapter 15 Due: Article Review 02
5	July 01	- Reading Day	Due: Two Guest Speaker Recordings
5	July 02	- Final Exam Today (chaps. 12, 13, 14, & 15, videos, and additional material). - No IBIS World Report on exam	Online exam in Canvas Use Lockdown Browser