

MGT 5319 - Entrepreneurship: Entrepreneurship (Sub II- July 08 to Aug 23)

Summer 2024 Syllabus, Section 780, CRN 51726

Instructor Information

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Professor
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Office Hours:
MWF 3-4:30pm
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Times and Location

Does Not Meet Face-to-Face

Course Description

Student Learning Outcomes

- Analyze business opportunities and craft a viable business plan by conducting market research, developing a marketing strategy, and creating financial projections.
- Evaluate various sources of funding for new ventures, including angel investors, venture capitalists, and crowdfunding, and prepare effective pitch presentations.
- Assess the risks and challenges associated with entrepreneurship and develop risk mitigation strategies for startup ventures.
- Examine the legal and regulatory aspects of starting a business, including intellectual property protection, business structures, and compliance requirements.
- Apply entrepreneurial thinking and problem-solving skills to develop innovative solutions to real-world business challenges, either through case studies or practical projects.

Important Dates

Visit the Academic Calendar (tamiu.edu) (<https://www.tamiu.edu/academiccalendar/>) page to view the term's important dates.

Textbooks

Group	Title	Author	ISBN
Required	Entrepreneurship	Hisrich	9781265332259

Grading Criteria

GRADE	PERCENTAGE
A	91-100
B	80-90.9
C	70-79.9
D	60-69.9
F	Below 60

Schedule of Topics and Assignments

Week of	Agenda/Topic	Reading(s)	Due
7/8	Module 1: THE ENTREPRENEURIAL PERSPECTIVE Discussion Board Case Analysis	Chapter 1: The Entrepreneurial Mind-Set Chapter 2: Corporate Entrepreneurship Chapter 3: Generating and Exploiting New Entries	7/14
7/15	Module 2: FROM IDEA TO THE OPPORTUNITY Discussion Board Case Analysis	CHAPTER 4: Creativity and the Business Idea CHAPTER 5: Identifying and Analyzing Domestic and International Opportunities CHAPTER 6: Protecting the Idea and Other Legal Issues for the Entrepreneur	7/21
7/22	Module 3: FROM THE OPPORTUNITY TO THE BUSINESS PLAN Discussion Board Case Analysis	CHAPTER 7: The Business Plan: Creating and Starting the Venture CHAPTER 8: The Marketing Plan CHAPTER 9: The Organizational Plan CHAPTER 10: The Financial Plan	7/28
7/29	Module 4: FROM THE BUSINESS PLAN TO FUNDING THE VENTURE Discussion Board Case Analysis	CHAPTER 11: Sources of Capital CHAPTER 12: Informal Risk Capital, Venture Capital, and Going Public	8/4
8/5	Module 5: FROM FUNDING THE VENTURE TO LAUNCHING, GROWING, AND ENDING THE NEW VENTURE Discussion Board Case Analysis	CHAPTER 13: Strategies for Growth and Managing the Implications of Growth CHAPTER 14: Accessing Resources for Growth from External Sources CHAPTER 15: Succession Planning and Strategies for Harvesting and Ending the Venture	8/11
8/12	Module 6: Final Project	Final Project	8/18
8/19	Module 7: Final Exam	Final Exam	8/25

Distance Education Courses

Regular and Substantive Interaction:

As your professor, I want to ensure that we have ample opportunities for regular and substantive interactions throughout this course. This will not only facilitate your learning but also allow me to provide timely feedback and guidance. Here's what you can expect:

1. Office Hours: I will hold regular office hours every week, during which you can send a BlackBoard message to discuss course-related questions, seek clarification on assignments, or receive additional assistance.
2. Prompt Feedback: I will strive to provide prompt and detailed feedback on all assignments and assessments within one week of the submission deadline. This feedback will not only evaluate your work but also offer constructive guidance for improvement.

3. **Online Discussion Forums:** We will utilize an online discussion forum where you can post questions, engage in discussions with your peers, and receive responses from me or your classmates. I will actively monitor and participate in these forums to ensure timely responses and facilitate meaningful discourse.
4. **Announcements and Updates:** I will regularly post announcements and updates on our course management system to keep you informed about any changes, upcoming deadlines, or important information related to the course.

Please note that your active participation and engagement in these interactions are crucial for your success in this course. I encourage you to take advantage of these opportunities and reach out whenever you need assistance or have questions.

Student Expectations:

As students enrolled in this online course, you play a vital role in creating a successful and engaging learning experience. To ensure a productive and rewarding online environment, I have the following expectations:

1. **Active Participation:** Although this is an online course, your active participation is crucial. You are expected to regularly log in, complete assigned readings and activities, participate in online discussions, and engage with the course materials.
2. **Time Management:** Effective time management is essential in an online course. You are responsible for keeping track of due dates, scheduling dedicated study time, and submitting assignments by the specified deadlines. Late submissions may be subject to penalties or may not be accepted, unless prior arrangements have been made.
3. **Communication:** Open and respectful communication is vital in an online setting. Regularly check the course website, announcements, and your university email for updates and communications. If you have any questions or need assistance, do not hesitate to reach out to me via the designated communication channels outlined in the course.
4. **Academic Integrity:** Upholding academic integrity is of utmost importance. You are expected to complete all assignments, quizzes, and exams independently, unless explicitly stated otherwise. Plagiarism, cheating, or any form of academic dishonesty will not be tolerated and will result in disciplinary action according to the university's policies.
5. **Technical Requirements:** Ensure that you have reliable access to a computer, stable internet connection, and any required software or technology necessary for the course. Familiarize yourself with the online learning platform and its tools to fully participate in the course activities.
6. **Netiquette:** When engaging in online discussions or communications, follow proper netiquette guidelines. Be respectful of diverse perspectives, avoid offensive language, and maintain a professional demeanor.
7. **Feedback and Evaluation:** Your feedback is valuable for improving the online course experience. Provide constructive feedback throughout the semester, and complete the course evaluations at the end of the term.

By adhering to these expectations, you will contribute to a positive and engaging online learning community, and maximize your learning potential in this virtual environment.

Online Courses and On-Campus Meetings:

Please note that this course is 100% online with no scheduled face-to-face or virtual class meetings. All coursework, materials, assignments, and interactions will take place entirely through the online course management system and designated online platforms.

There will be no required live sessions or virtual meetings at set times. You will have the flexibility to engage with the course content, participate in discussions, and complete assignments according to the established deadlines outlined in the course schedule.

While this online format allows for greater flexibility in when you engage with the course, it also requires a high level of self-discipline, time management, and active participation on your part. You will be responsible for regularly logging into the course site, keeping up with assigned readings and activities, participating in online discussions, and submitting assignments by the due dates.

Although we will not have scheduled class meetings, I will maintain regular virtual office hours and be available to address your questions, provide guidance, and offer support throughout the course. Details on how to access and schedule virtual office hour appointments will be provided.

It is crucial that you have reliable access to a computer and a stable internet connection, as well as proficiency in navigating the online learning platform and any required software or technologies for this course.

I encourage you to stay actively engaged, communicate regularly, and take advantage of the resources and support available to ensure your success in this 100% online learning environment.

Course Structure:

This course is organized into weekly modules, with each module covering specific topics and materials. You are responsible for the following in each module:

Weekly Modules (Weeks 1-5):

- Reading the assigned textbook chapters and supplementary materials provided in the course announcements.
- Participating in the Module Discussion Board by posting an initial thread and responding to at least two of your classmates' posts. Discussion board participation accounts for a significant portion of your final grade.
- Completing and submitting the Case Analysis assignment for that module by the designated due date. These case analyses will allow you to apply the concepts learned to real-world scenarios.

Final Project (Week 6): You will work on a comprehensive Final Project. This project will require you to synthesize the knowledge and skills acquired throughout the semester. Detailed instructions and requirements for the Final Project will be provided in the respective module.

Final Exam (Week 7): In the final week of the course, you will complete a Final Exam that will assess your overall understanding of the course material. The Final Exam will be available during a specific window of time, and you will have a limited duration to complete it.

It is essential that you stay on track and complete all module requirements by the designated deadlines. Late submissions may be subject to penalties or may not be accepted, unless prior arrangements have been made. Remember, this is a 100% online course, so your active engagement, time management, and self-discipline are crucial for your success. I encourage you to familiarize yourself with the course schedule and plan accordingly to ensure you meet all requirements and deadlines.

Student-Instructor Communication Policy and Response Time:

Announcements are made almost daily, so please read those to keep up-to-date on what is going on in the course. I will also post the Weekly Lectures through announcements. Please read these to gain additional knowledge on weekly topics.

Announcements/Course Messages/Emails:

I respond to emails and BlackBoard messages daily, but it will take no longer than 48 hours. If you have an emergency, please feel free to text my phone number at 850-889-1068.

Assignments and Assessments:

I will complete all grading by Wednesday of the following week. I typically try to finish it by Monday, but feedback should be available by Wednesday.

Course Communication Guidelines (Netiquette):

By definition, *etiquette* is "the customary code of polite behavior in society or among members of a particular profession or group." Regardless of the type of communication used, you should always keep in mind the following:

- Be respectful: Treat others the way you want to be treated. Use polite language and avoid using offensive words or phrases that could be hurtful to others.
- Use proper grammar and spelling: Avoid using excessive abbreviations or slang, and use proper punctuation and spelling to ensure clear communication.
- Be mindful of tone: Online communication can be misinterpreted easily, so make sure your tone is clear and appropriate. Avoid using all caps, which can come across as shouting.
- Keep it professional: Remember that online communication is still a form of professional communication, especially when communicating with professors, instructors, and administrators.
- Use appropriate channels: Use the appropriate communication channels for the situation. For example, use email for longer, more formal messages, and instant messaging or texting for quick, informal messages.
- Use appropriate subject lines: Use clear and specific subject lines in your emails, so that the recipient knows what the message is about.
- Avoid spamming: Avoid sending unsolicited messages or spamming others with unnecessary messages.

- Don't overshare personal information: Be mindful of the information you share online, as it can be accessible to anyone. Avoid sharing sensitive or personal information in public online spaces.
- Respect others' time: Be considerate of others' time and avoid sending messages outside of regular business hours, unless it's urgent.

Remember, good netiquette is about being respectful, professional, and considerate in your online communication. By following these guidelines, you can build positive relationships with your peers and professors while avoiding misunderstandings and conflicts.

Accommodations/Accessibility Policy:

Texas A&M International University seeks to provide reasonable accommodation for all qualified persons with disabilities. This University will adhere to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations as required to afford equal educational opportunity. It is the student's responsibility to register with the Director of Student Counseling and to contact the faculty member in a timely fashion to arrange for suitable accommodation. For more information, contact the online at **Office of Disability Services for Students (DSS)**, via phone at 956.326.3086 or by visiting the staff at the Student Center, room 118. A link to the Disabilities Services for Students site has also been included under the "Resources" tab inside the course.

Student Support Resources:

The University wishes to have all students succeed in their courses. To provide support to our students, an array of services in the areas of technology support, academic support, student support, and accessibility support may be found at the University. For more information, visit the Instructional Technology and Distance Education Services page on **University Resources and Support Services**.

Computer/Technology Requirements

When participating in distance education courses, it is vital to consider the technology involved in order to have a successful course. Online students will need regular access to a personal computer that runs on a broadband Internet connection.

It is recommended that you meet the technical requirements listed on the Instructional Technology and Distance Education Services' webpage when using the learning management system (LMS) of the University.

Additional Software:

TAMIU Students may access online versions of this software through their Dusty Office 365 account at <https://dusty.tamiu.edu/>. This site also provides students access to download the Microsoft suite for educational use. **See instructions for downloading the Microsoft Office suite.**

Note: Students, if you do not own the required hardware or software or do not have access to the Internet, it will be highly challenging for you to make any progress in this class. However, my goal is to assist you in finding solutions and guide you appropriately most of the required materials can either be found free of charge at TAMIU's library, classrooms, and available computer labs. **Visit Media Services' web page on the availability of on-campus computer labs.** In addition, you may also purchase any of these items at any electronic store.

Learning Management System (Blackboard):

Students are provided with an orientation (*eLearning (Blackboard) Student Orientation*) and access to guides on how to use the Blackboard LMS. Guides may be available at **Instructional Technology and Distance Education Services' Student eLearning Tutorial Videos page** or by contacting the eLearning team at elarning@tamiu.edu.

Minimum Technical Skills Expected:

When participating in distance education courses, it is vital to consider the technology involved in order to have a successful course. Students in distance education should have knowledge of basic computer and Internet skills, as mentioned on the **Instructional Technology and Distance Education Services' webpage**.

Technical Support Services:

Because of the nature of distance education courses, the Office of Information Technology (OIT) computing and information services are vital to the success of online students. This webpage covers contact information for Distance Education Services (Blackboard Support), the OIT Help Desk, and E-mail support: **Technical Support Services**.

Grading Scale/Schema:

In determining the final course grade, the following scale is used in percentage or point value.

- 90-100 = A
- 80-89.9 = B
- 70-79.9 = C
- 60-69.9 = D



- 0-59.9 = F

Rubrics:

Rubrics for this course are located in the classroom.

Late Work Policy:

All late assignments will have a 10% late submission penalty. Classroom Discussion Board peer replies will not earn credit after the Module is over. You may only earn points for responding to the Discussion Board prompt.

If you submit late work, please message me so I can go back and grade it.

Course Evaluation

At the end of this course, students are encouraged to complete a course evaluation that will be distributed to them via email and through a course link.

Turnitin Policy:

You will submit your Case Analysis assignments and your Final Project to Turnitin. If your assignment has over 38% similarity, you will be penalized 25 points.

Accessibility and Privacy Statements on Course Technologies:

At Texas A&M International University, we believe that all students should have equal technology opportunities in the classroom. These technologies/sites may also require user data, such as the creation of a username and password. You may find the accessibility and privacy policies of the technologies used in this class on the following pages: **Accessibility Statements and Privacy Statements**.

Syllabus Subject to Change:

While information and assurances are provided in this course syllabus, it should be understood that content may change in keeping with new research and literature and that events beyond the control of the instructor could occur. Students will be informed of any substantive occurrences that will produce syllabus changes.