

THE UNIVERSITY OF TEXAS AT TYLER
SOULES COLLEGE OF BUSINESS
FALL 2019

COURSE NUMBER: MANA 3325.001

COURSE TITLE: Entrepreneurship

INSTRUCTOR: Dr. Jim Cater, Professor of Management

OFFICE LOCATION: BUS 350-329

PHONE NUMBER: (903) 566-7360

E-MAIL: jcater@uttyler.edu

OFFICE HOURS: 3:30 – 5:30 PM Monday; 3:30 – 5:30 PM, Wednesday; 3:30 - 5:30 PM, Friday; or by appointment.

COURSE DESCRIPTION: Exploration of all aspects of entrepreneurship and the process of creating new ventures. Topics will include the role of entrepreneurship in the economy, opportunity recognition and evaluation, bootstrapping, entrepreneurial strategies, venture financing, and managing the growth process.

PREREQUISITE: BBA Core Complete Student Group & Business Field of Study Student Group

REQUIRED TEXT: Entrepreneurship- Successfully Launching New Ventures 5th Edition by Barringer, B. R. & Ireland, R. D. Pearson Prentice Hall Student Copy ISBN 13: 978-0-13-379719-0 ISBN 10: 0-13-379719-8. You may order this text online from the [UT Tyler Bookstore](#) or call them at (903) 566-7070.

COURSE OBJECTIVES:

- To understand and explain the meaning of entrepreneurship and the functions of entrepreneurs.
- To be able to identify entrepreneurial ideas and opportunities.
- To be able to explain and undertake a feasibility analysis.
- To understand the basics of business plan writing.
- To be able to discuss industry analysis.
- To understand the basics of an effective business model.
- To be able to discuss business ethics and legal foundations.
- To understand and use financial statements.
- To describe and explain the functions of new venture teams.
- To understand sources of new venture funding.
- To be able to explain and discuss entrepreneurial marketing.
- To understand the importance of intellectual property.

CLASS MEETING: **Monday, Wednesday, and Friday** 12:20 PM - 1:15 PM in Soules College of Business Room 103.

TEACHING METHOD: This course will consist primarily of lecture and discussion, following the organization of the textbook. We will use Canvas as an electronic instructional delivery and

communication platform. Learning strategies will include discussion of current entrepreneurship topics; reading assignments; student presentations; guest speakers (depending on availability); and three exams.

COURSE CONTENT:

Tentative Course Schedule:

<u>Date</u>	<u>Topic</u>	<u>Textbook Chapter</u>
Mon, Wed, Fri Aug. 26, 28, 30	Introduction and Course Overview Introduction to Entrepreneurship	1
Mon, Wed, Fri. Sep. 2, 4, 6	Recognizing Opportunities and Generating Ideas	2
Mon, Wed, Fri. Sep. 9, 11, 13	Feasibility Analysis	3
Mon, Wed, Fri. Sep. 16, 18, 20	Developing an Effective Business Model	4
Mon, Wed, Fri. Sep. 23, 25, 27	Study Day Exam 1: Chapters 1, 2, 3, 4	
Mon, Wed, Fri. Sep. 30, Oct 2, 4	Industry and Competitor Analysis	5
Mon, Wed, Fri. Oct 7, 9, 11	Writing a Business Plan	6
Mon, Wed, Fri. Oct 14, 16, 18	Ethical and Legal Foundation	7
Mon, Wed, Fri. Oct 21, 23, 25	Financial Strength and Viability Study Day	8
Mon, Wed, Fri. Oct 28, 30, Nov 1	Exam 2: Chapters 5, 6, 7, 8 Building a New Venture Team	9
Mon, Wed, Fri. Nov 4, 6, 8	Getting Financing or Funding	10
Mon, Wed, Fri. Nov 11, 13, 15	Marketing Issues	11
Mon, Wed, Fri. Nov 18, 20, 22	Intellectual Property Extra Credit Report Due	12
Mon, Wed, Fri. Nov 25, 27, 29	Thanksgiving Break	
Mon, Wed, Fri. Dec 2, 4, 6	Feasibility Analysis Report Presentations	
Wednesday, Dec. 11	Final Exam: Chapters 9, 10, 11, 12	

COURSE REQUIREMENTS:**(Tentative Due Dates)**

Exam 1:	100 points	Wednesday, September 25
Exam 2:	100 points	Monday, October 28
Final Exam:	100 points	Wednesday, December 11
Feasibility Analysis Report	150 points	Mon, Wed, Fri Dec 2, 4, 6
Class Participation:	50 points	
Total	500 points	

METHODS OF EVALUATION:**Grading Scale:****A = 450 - 500 points****B = 400 – 449 points****C = 350 – 399 points****D = 300 – 349 points****F = 0 – 299 points****Withdrawal Dates:**

Census day is September 9, 2019. Last day to withdraw from one or more courses is November 4, 2019.

Make-up Procedure:

If you must miss an exam, you must make every effort to contact me before the exam. Failure to do so may result in a zero for that exam. Make-up exams, if allowed, must be taken within a week of the scheduled exam. The format of the make-up exam will be at my discretion (multiple-choice, short answer, or essay).

Study Groups:

On Monday, August 26, we will select study groups for the class projects, chapter reviews, and in-class discussions. As a rule, each study group will consist of four students. We will make changes to accommodate students who add the class. Students may choose their own groups.

Exams:

There will be 3 exams including the final exam. Each exam will consist of 50 multiple-choice questions. You must bring a scantron and #2 pencil to class for each exam. Exams will cover all lecture, text, and supplementary material. Supplementary material may include readings, case studies, videotapes, and exercises. The exams are not cumulative.

Feasibility Analysis Report:

Each study group will generate a business idea and report this idea to me in writing (a paragraph or two) by Wednesday, November 11. After my approval, the group will write a feasibility analysis report on their idea (see Chapter 3). Each group will prepare a Power Point Presentation of approximately seven minutes in length for the class. Each group member must participate in the presentation. The presentations will be on December 2, 4, and 6.

Class Participation:

Each student will begin the semester with 50 points of credit for class participation. If you are not present, you may lose 1 point of the participation grade. In order to keep the full 50 points, you must also be actively involved in class discussions on a regular basis.

Executive Interview/Extra Credit Opportunity:

Identify and select an individual in the community who is actively employed as a manager. You must inform me of your selection by Monday, October 21. This manager may be a friend, relative, or acquaintance. Tape record an Executive Interview with the manager. There is a list of questions posted in Modules in Canvas. Transcribe the tape-recorded interview. The transcription must be a minimum of 5 pages, double-spaced, 12-point font, and one-inch margins. Write an executive summary of the individual and their company. The executive summary must be a minimum of 2 pages, double-spaced, 12-point font, and one-inch margins. This is a total of 7 pages minimum. You may exceed 7 pages. Each student who successfully completes this project will receive up to 30 bonus points. The complete report is due Friday, November 22 in class.

Executive Speaker/Extra Credit Opportunity:

Executive speakers are welcome to our class. Experienced managers can add valuable insights applicable to our class. If you have a friend, family member, or acquaintance, who you believe is qualified and willing to come speak to us, please extend an invitation. The person chosen for the executive speaker cannot be the same individual about whom you do the executive interview.

Please notify me in writing of possible speakers. When you have a commitment from the executive speaker to come to our class, please come to me to arrange a day from our class schedule. Speakers should plan to talk to us for about 10 to 15 minutes and then answer questions from the class. Please refer to the executive interview questions for possible items the executive speakers to address. Students will receive 20 extra credit points for successful arrangements. The number of speakers is limited and spots are available on a first-come, first served basis. We will not be able to accommodate guest speakers after the Thanksgiving holiday.

Academic Honesty Policy:

No form of academic misconduct will be tolerated. The University has a strict code for cheating and students should refer to the Student Code of Conduct to understand the consequences. University policy will be followed if a student is caught cheating.

Attendance Policy:

Class attendance is highly recommended and will be factored into your class participation grade.

COLLEGE OF BUSINESS STATEMENT OF ETHICS:

The ethical problems facing local, national and global business communities are an ever-increasing challenge. It is essential the College of Business and Technology help students prepare for lives of personal integrity, responsible citizenship, and public service. In order to accomplish these goals, both students and faculty of the College of Business and Technology at The University of Texas at Tyler will:

- Ensure honesty in all behavior, never cheating or knowingly giving false information.
- Create an atmosphere of mutual respect for all students and faculty regardless of race, creed, gender, age or religion.
- Develop an environment conducive to learning.
- Encourage and support student organizations and activities.
- Protect property and personal information from theft, damage and misuse.
- Conduct yourself in a professional manner both on and off campus.

STATEMENTS AND POLICIES:

A. Students Rights and Responsibilities

To familiarize yourself with the policies that affect your rights and responsibilities as a student at UT Tyler, please follow this link: <http://www2.uttyler.edu/wellness/rightsresponsibilities.php>.

B. Grade Replacement/Forgiveness and Census Date Policies

Students repeating a course for grade forgiveness (grade replacement) must file a Grade Replacement Contract with the Enrollment Services Center (ADM 230) on or before the Census Date of the semester in which the course will be repeated. Grade Replacement Contracts are available in the Enrollment Services Center or at <http://www.uttyler.edu/registrar>. Each semester's Census Date can be found on the Contract itself, on the Academic Calendar, or in the information pamphlets published each semester by the Office of the Registrar.

Failure to file a Grade Replacement Contract will result in both the original and repeated grade being used to calculate your overall grade point average. Undergraduates are eligible to exercise grade replacement for only three course repeats during their career at UT Tyler; graduates are eligible for two grade replacements. Full policy details are printed on each Grade Replacement Contract.

The Census Date is the deadline for many forms and enrollment actions that students need to be aware of. These include:

- Submitting Grade Replacement Contracts, Transient Forms, requests to withhold directory information, approvals for taking courses as Audit, Pass/Fail or Credit/No Credit.
- Receiving 100% refunds for partial withdrawals. (There is no refund for these after the Census Date)
- Schedule adjustments (section changes, adding a new class, dropping without a "W" grade)
- Being reinstated or re-enrolled in classes after being dropped for non-payment
- Completing the process for tuition exemptions or waivers through Financial Aid

C. State-Mandated Course Drop Policy

Texas law prohibits a student who began college for the first time in Fall 2007 or thereafter from dropping more than six courses during their entire undergraduate career. This includes courses dropped at another 2-year or 4-year Texas public college or university. For purposes of this rule, a dropped course is any course that is dropped after the census date (See Academic Calendar for the specific date).

Exceptions to the 6-drop rule may be found in the catalog. Petitions for exemptions must be submitted to the Enrollment Services Center and must be accompanied by documentation of the extenuating circumstance. Please contact the Enrollment Services Center if you have any questions.

D. Disability Services

In accordance with federal law, a student requesting accommodation must provide documentation of his/her disability to the Disability Services counselor. If you have a disability, including a learning disability, for which you request an accommodation, please contact the Disability Services office in UC 3150, or call (903) 566-7079.

E. Student Absence due to Religious Observance

Students who anticipate being absent from class due to a religious observance are requested to inform the instructor of such absences by the second class meeting of the semester.

F. Student Absence for University-Sponsored Events and Activities

If you intend to be absent for a university-sponsored event or activity, you (or the event sponsor) must notify the instructor at least two weeks prior to the date of the planned absence. At that time the instructor will set a date and time when make-up assignments will be completed.

G. Social Security and FERPA Statement

It is the policy of The University of Texas at Tyler to protect the confidential nature of social security numbers. The University has changed its computer programming so that all students have an identification number. The electronic transmission of grades (e.g., via e-mail) risks violation of the Family Educational Rights and Privacy Act; grades will not be transmitted electronically.

H. Emergency Exits and Evacuation

Everyone is required to exit the building when a fire alarm goes off. Follow your instructor's directions regarding the appropriate exit. If you require assistance during an evacuation, inform your instructor in the first week of class. Do not re-enter the building unless given permission by University Police, Fire department, or Fire Prevention Services.

I. Concealed Weapons

We respect the right and privacy of students who are duly licensed to carry concealed weapons in this class. License holders are expected to behave responsibly and keep a handgun secure and concealed. More information is available at <http://www.uttyler.edu/about/campus-carry/index.php>.

J. UT Tyler a Tobacco-Free University

All forms of tobacco will not be permitted on the UT Tyler main campus, branch campuses, and any property owned by UT Tyler. This applies to all members of the University community, including students, faculty, staff, University affiliates, contractors, and visitors.

Forms of tobacco not permitted include cigarettes, cigars, pipes, water pipes (hookah), bidis, kreteks, electronic cigarettes, smokeless tobacco, snuff, chewing tobacco, and all other tobacco products.

There are several cessation programs available to students looking to quit smoking, including counseling, quitlines, and group support. For more information on cessation programs please visit www.uttyler.edu/tobacco-free.