

MGMT 4310 – MGMT 4388 -- Entrepreneurship II
Fall 2018 / 16 week online
August 27 – December 14

I. COURSE OVERVIEW AND INSTRUCTOR CONTACT INFORMATION

Instructor: Angela Patrick, PhD.

Office Phone: 254-501-5927 **Cell Phone:** 254-681-1416

Office: FH **Room#:** 317C

E-mail: abpatrick@tamuct.edu

Office Hours: By appointment only

College of Business Administration Department Information:

COBA Department Main Phone Number: 254-519-5437

COBA Department Main Email: cobainfo@tamuct.edu

COBA Department Main Fax#: 254-501-5825

- a. **Method of Instruction:** This course is a 100% online course and uses the TAMUCT Canvas Learning Management System, which can be accessed at <https://tamuct.instructure.com>. For information on how to access Canvas, please refer to section “Technology Requirements and Support” in this syllabus. There are prerequisites to this course such as solid knowledge of APA style, familiarity with the use of PowerPoint, Microsoft Word, the Internet, and attaching documents. You will access all course materials (except textbook), assignments, student-instructor and student-student communication, activities, quizzes, and resource links via the Course website. Online learning requires students to be very self-disciplined, be sure you understand and are prepared to comply with all required class assignments and deadlines. I am the facilitator for your learning who will provide you with the information, but it will be up to you to study the material to achieve learning.
- b. **Student/Professor Email:** I am accessible through Canvas Inbox, which I check several times a day during the week and usually once a day on weekends. I will try to get back to you within 24 hours during the week and within 36 hours during the weekend. Do not use my TAMUCT email for course related matters. If your concern needs my immediate attention, please send me a text and I will reply as soon as possible.

Please provide in the subject line of each Canvas Inbox message the course information “MGMT 4310” so that I can identify your class. If you text me on my cell phone, please mention the same information in your text.

- c. **911 Cellular: Emergency Warning System for Texas A&M University – Central Texas**
911Cellular is an emergency notification service that gives Texas A&M University-Central Texas the ability to communicate health and safety emergency information quickly via email, text message, and social media. All students are automatically enrolled in 911 Cellular through their myCT email account.

Connect at [911Cellular](https://portal.publicsafetycloud.net/Texas-AM-Central/alert-management) [https://portal.publicsafetycloud.net/Texas-AM-Central/alert-management] to change where you receive your alerts or to opt out. By staying enrolled in 911Cellular, university officials can quickly pass on safety-related information, regardless of your location.

II. COURSE INFORMATION

- a. **Course Overview and Description:** This course is oriented toward planning for and managing a small business, starting a business, and buying a business franchise.
- b. **Overall Course Objective:** The purpose of this course is to develop the skills required to manage and grow a new venture past the start-up. Students will apply general business concepts to the wide range of challenges facing entrepreneurs. This course draws on a broad range of business disciplines including management, marketing, finance, and accounting to develop the business plan.
- c. **Student Learning Outcomes:** Upon the completion of the course, the student will:
1. Apply contemporary management knowledge in entrepreneurial operations;
 2. Articulate a collection of practical considerations involved in managing an entrepreneurial business;
 3. Formulate entrepreneurial marketing and build customer relationships.
 4. Comprehend financial management principles of smaller firms;
 5. Discuss and recognize the social and legal environment affecting small business;
 6. Prepare a business plan.
- d. **Required Textbook and Supplemental Materials:**
Entrepreneurship: The Art, Science, and Process For Success, 2nd Edition. Bamford, C. & Bruton, G.
ISBN: 9780078023187

Note: A student of this institution is not under any obligation to purchase a textbook from a university-affiliated bookstore. The same textbook may also be available from an independent retailer, including an online retailer.

Valuable Resources:

Small Business Administration (SBA), <http://www.sba.gov/content/templates-writing-business-plan>
APA Formatting Guidelines, <http://owl.english.purdue.edu/owl/resource/560/01>
APA Formatting Citations Video, <http://www.youtube.com/watch?v=9pbUoNa5tyY>

III. COURSE REQUIREMENTS

- a. **Small Entrepreneurial Business Management (SEBM) Workshop (30% of course evaluation):**

Individually, you are complete a 30-minute workshop designed for a smaller entrepreneurial business owner. Any business must be able to benefit from your training module. Your workshop should include **at least** the following:

1. A 30-60 minute professional and engaging presentation that has been recorded; (YouTube OR Screencast-O-Matic [<https://screencast-o-matic.com/home>], for example).
2. An Electronic Presentation (PowerPoint, Prezi, Multimedia, for example);
3. Any handouts that would benefit audience members;
4. Any applicable worksheets for the audience;
5. Facilitator’s notes;
6. At least 10 recommended additional annotated resources;
7. At least 10 short answer questions;

You will be evaluated based on professional completeness of the project as well as the thoroughness of the content. Professional creativity is a bonus and will be rewarded. You will upload all materials to the Canvas course room.

Possible Management (SEBM) Workshop Training Topics:

(You are not limited to the topics listed)

- | | |
|---------------------------------|------------------------------------------------------------|
| Stress Management | Customer Service |
| Evaluating Employee Performance | Small Business Laws and Regulations for the State of Texas |
| Business Development | Business Communication |
| Budgeting | Business Etiquette |
| Human Resource | Accounting and Financial Training |
| Employee Retention | Conflict Management |
| Leadership | Safety |
| Sales/Marketing Strategies | Time Management |

Grading Checklist:

Activity	Possible Points
Overall presentation including all material	40
Engages audience	20
Explains and discerns training concept to audience	20
Main and supporting points are plausible, sophisticated, insightful, and clear.	10
All Verbal and written communication is accurate with well-developed thoughts that convey the overall message.	10
Total possible points	100

b. Business Plan (30% of course evaluation): Each student will complete a business plan for a business of his/her choosing (instructor approval required). The business plan provides students with the ability to develop an idea or business concept. All students will upload a business plan to Canvas by the due date listed in the course calendar. APA (6th ed.) guidelines will be used for formatting. The final body of your business plan will be 8-12 pages in length. This does not include title pages, exhibits, reference pages, appendices.....). The audience for your business plan is potential investors. Writing should be free of spelling and grammar errors that detract for the overall message.

Grading Checklist

Activity	Possible Points
Cover sheet/ table of contents (with page numbers!).	10
Format using APA 6 th ed. (double space, margins, general points neatness and appearance, grammar, and spelling).	10
Executive Summary: summarizes business plan; provides an overview of the practice, motivates and excites the reader; describes business purpose; asks for specific funding.	10
General business description/ Mission Statement: An overview of the company is provided which includes information regarding the reason for starting, mission statement, basic activity, company focus, goods and/or services provided, primary customers, and location.	10
Industry Analysis: Provides complete information regarding industry size and maturity, opportunities & threats in the industry, overall outlook for the industry, major competitors. Explains how proposed product/service is distinct from others.	10
Management Plan: Form of business ownership was chosen, defined, and reasoning was given for the choice of ownership. Thorough explanation of how things will be accomplished.	10
Marketing Plan: Who are your customers, where are they, what do they want? Marketing of the business was thoroughly discussed including the identification of the target market and how they will be reached, customer needs and product characteristics, pricing, distribution, promotion.	10
Operating plan: describes daily operation; general office layout; facilities and equipment; fee schedule; financial policies.	10
Financial Management: Start-up Costs, financing strategies and concepts were discussed.	10
Other: Resume, references, supporting documents, etc.	10
Total Possible Points	100

c. **Discussion Forum (20%):** There will be a total of 11 Discussion Forums.

1. In each designated forum you are expected to post at ***least one main message*** that answers the question(s) raised.

Again, **you are required to post only one message per discussion** in order to receive credit for each forum: one opening point of 150 to 200 words

2. Each of your posts to the forum should be a 1-2 well-written and proofread paragraph per question. Do not use any attachments. I recommend typing your posts in a word document (this allows you to proofread) and then cut and paste your questions/responses directly in a forum message. Be sure to restate the question you are answering. Effective messages get to the point, are clearly stated, and are limited to one screen. Once again **PROOFREAD** and make sure you are spelling your words correctly, and using appropriate grammar. In other words, this is not like sending a text message to your buddy.

3. Messages should relate to the subject matter. They should provide information, opinions or questions about Entrepreneurship concepts. Online discussions work best when interaction occurs. Reply messages should explore, explain, or expand on a concept. If a classmate replies or objects to a discussion then the message has served its purpose. A focused message that induces replies from fellow students moves the discussion forward and enhances learning. Relating the subject matter to personal experience is acceptable as long as the focus remains academic in nature.

4. It is important that you are prompt with your postings! Your postings/insights on the discussion topic should be based on the following:

- a. Application of text concepts;
- b. Ability to articulate assigned analysis clearly; and
- c. Integration of student colleagues’ contributions and insights leading the discussion to a deeper level of understanding.
- d. Use citations and references if you are quoting another author or your textbook, or any ideas that are not originally your own.

d. **Quizzes (20% of course evaluation):** There will be a total of 4 quizzes throughout this course that will be worth 10% of your total course grade. Each quiz will cover the information covered in the text, lectures, and assignments. See course schedule and canvas for quiz dates. **No make-ups for missed quizzes unless there is a documented medical emergency.**

IV. GRADING POINTS AND POLICIES

a. **Percentage of each assignment as it contributes to your final grade:**

Assessment	% of Final Grade
Business Plan	30%
Business Workshop	30%
Discussion Forum (11)	20%
Quizzes (4)	20%
Total	100%

NOTE #1: **NO LATE WORK WILL BE ACCEPTED** and there are NO extra credit assignments.

NOTE #2: Requests for Incomplete Grades: Incompletes will only be given in emergency or other extreme circumstances where the majority of the course at a minimum has already been completed. Any request for an incomplete grade in this course must be approved by the professor and department chair prior to the end of the course. Where possible, requests should be submitted in written form and must include an address and/or telephone number where you may be contacted throughout the following semester. TAMUCT uses the grade of ‘K’ on transcripts and grade reports to identify incomplete grades.

NOTE #3: Questions concerning one’s grade on a particular task (e.g., test, case) should be resolved within one week after receiving the graded material. There will not be reviewing of previously graded material at the end of the semester.

Course Grades are assigned as follows:

Percentages	Letter Grade
100%-90%	A
89%-80%	B
79%-70%	C
69%-60%	D
59%-below	F

- b. Grading Policy:** Minimum points and percentages required for a specific course grade are noted on the above table. There are NO expectations that I may deviate from these required point ranges.
- c. Individual Performance:** It is vital that you are active in the course and complete all work in a professional fashion. One of the biggest issues with student success in online courses is simply not submitting work on time. You are expected to read the chapters as assigned in the syllabus as well as read or view any supplemental resources that may be found in the Module content folders for that period.
- d. Quality Work:** All work submitted for grading shall be of upper level quality: Depth of analysis, grammatical structure, etc. Professional level writing and communication are critical skills in the business world. This standard should be displayed in all assignments for this class. All communications, both to the Professor and student colleagues should be kept professional, including Discussion Board postings and email correspondence.
- e. Identifying Submissions:** Submissions must clearly identify the student and the title of the assignment.
- f. Submission Style Requirements:** For written assignments, all work should be proofread, free of grammatical errors, include proper citations and references in accordance with The Publication Manual of the American Psychological Association, 6th ed. ***All written work must be submitted utilizing Microsoft Word in either a .doc or .docx format.***
- g. Due Dates and Late Submissions:** The assignment instructions and deadlines are clearly laid out in the syllabus. As such, it is expected that all work will be submitted **on time**, as timeliness is an important aspect of professional communications and behavior. If you encounter an issue, please let me know as soon as possible. It is much easier to discuss issues before due dates rather than after. Questions concerning one's grade on a particular task (e.g., test, case) should be resolved within one week after receiving the graded material. **Late work is not accepted.**
- h. Changes to Syllabus:** This syllabus serves as an instructional and study planning document. Although every effort will be made to maintain the schedule and activities presented herein, it may become necessary during the course of the semester to make changes to the syllabus. In such events, changes will be announced and students will receive written notice as soon as possible.
- i. Posting of Grades:** All student grades will be posted in the Canvas Grade book and students should monitor their grading status through this tool. Grades for Exams will be posted the day after the

availability period has expired. Grades for longer Written Assignments will be posted within one week from the due date.

V. PROFESSIONAL WRITING AND COMMUNICATION STANDARDS

- a. **Course Standards:** Professional level writing and communication are critical skills in the business world. This standard should be displayed in all assignments for this class. All communications, both to the Professor and student colleagues should be kept professional, including Discussion Board postings and email correspondence. For written assignments, all work should be proofread, free of grammatical errors, include proper citations and references in accordance with American Psychological Association (APA) standards.

VI. TECHNOLOGY REQUIREMENTS AND SUPPORT

- a. **Technology Issues & Troubleshooting:** For technology issues, students should contact Help Desk Central. 24 hours a day, 7 days a week:

This course will use the TAMUCT Instructure Canvas learning management system.

Logon to TAMUCT Canvas [<https://tamuct.instructure.com>]

Username: Your MyCT username

(xx123 or everything before the "@" in your MyCT e-mail address)

Password: Your MyCT password

Technology Support.

For technology issues, students should contact Help Desk Central.

24 hours a day, 7 days a week:

Email: helpdesk@tamu.edu

Phone: (254) 519-5466

Web Chat: <http://hdc.tamu.edu>

When calling for support please let your support technician know you are a TAMUCT student.

For issues related to course content and requirements, contact your instructor.

For issues with **Canvas**, select “chat with Canvas support,” submit a support request to Canvas Tier 1, or call the Canvas support line: 1-844-757-0953, links to all are found inside of Canvas using the “Help” link.

Technology issues are not an excuse for missing a course requirement – make sure your computer is configured correctly and address issues well in advance of deadlines.

VII. COURSE AND UNIVERSITY POLICIES/PROCEDURES

a. Drop Policy.

If you discover that you need to drop this class, you must complete a [Drop Request Form](https://www.tamuct.edu/registrar/docs/Drop_Request_Form.pdf) [https://www.tamuct.edu/registrar/docs/Drop_Request_Form.pdf].

Professors cannot drop students; this is always the responsibility of the student. The Registrar's Office will provide a deadline on the University Calendar for which the form must be completed, signed and returned. Once you return the signed form to the Registrar's Office, you must go into Warrior Web and confirm that you are no longer enrolled. If you still show as enrolled, FOLLOW-UP with the Registrar's Office immediately. You are to attend class until the procedure is complete to avoid penalty for absence. Should you miss the drop deadline or fail to follow the procedure, you will receive an F in the course, which may affect your financial aid and/or VA educational benefits.

b. Academic Integrity.

Texas A&M University -Central Texas values the integrity of the academic enterprise and strives for the highest standards of academic conduct. A&M-Central Texas expects its students, faculty, and staff to support the adherence to high standards of personal and scholarly conduct to preserve the honor and integrity of the creative community. Academic integrity is defined as a commitment to honesty, trust, fairness, respect, and responsibility. Any deviation by students from this expectation may result in a failing grade for the assignment and potentially a failing grade for the course. Academic misconduct is any act that improperly affects a true and honest evaluation of a student's academic performance and includes, but is not limited to, cheating on an examination or other academic work, plagiarism and improper citation of sources, using another student's work, collusion, and the abuse of resource materials. All academic misconduct concerns will be reported to the university's Office of Student Conduct. Ignorance of the university's standards and expectations is never an excuse to act with a lack of integrity. When in doubt on collaboration, citation, or any issue, please contact your instructor before taking a course of action.

c. Academic Accommodations.

At Texas A&M-Central Texas, we value an inclusive learning environment where every student has an equal chance to succeed and has the right to a barrier free education. The Department of Access and Inclusion is responsible for ensuring that students with a disability receive equal access to the University's programs, services and activities. If you believe you have a disability requiring reasonable accommodations please contact the Department of Access and Inclusion at (254) 501-5831. Any information you provide is private and confidential and will be treated as such.

For more information please visit our [Access & Inclusion](https://www.tamuct.edu/student-affairs/access-inclusion.html) webpage [https://www.tamuct.edu/student-affairs/access-inclusion.html].

TAMUCT supports students who are pregnant and/or parenting. In accordance with requirements of Title IX and guidance from US Department of Education's Office of Civil Rights, the Dean of Student Affairs' Office can assist students who are pregnant and/or parenting in seeking accommodations related to pregnancy and/or parenting. For more information, please visit <https://www.tamuct.departments/index.php>. Students may also contact the institution's Title IX Coordinator. If you would like to read more about these [requirements and guidelines](http://www2.ed.gov/about/offices/list/ocr/docs/pregnancy.pdf), please visit: <http://www2.ed.gov/about/offices/list/ocr/docs/pregnancy.pdf>

d. Tutoring.

Tutoring is available to all TAMUCT students, both on-campus and online. On-campus subjects tutored include Accounting, Advanced Math, Biology, Finance, Statistics, Mathematics, and Study Skills. Tutors are available at the Tutoring Center in Warrior Hall, Suite 111.

If you have a question regarding tutor schedules, need to schedule a tutoring session, are interested in becoming a tutor, or any other question, contact Academic Support Programs at 254-519-5796, or by emailing Larry Davis at Imdavis@tamuct.edu.

Chat live with a tutor 24/7 for almost any subject on your computer! Tutor.com is an online tutoring platform that enables TAMUCT students to log-in and receive FREE online tutoring and writing support. This tool provides tutoring in over forty subject areas. Access Tutor.com through Canvas.

e. The University Writing Center.

Located in 416 Warrior Hall, the University Writing Center (UWC) at Texas A&M University-Central Texas is a free workspace open to all TAMUCT students from 10am-5pm Monday-Thursday with satellite hours in the University Library on Mondays from 6:00-9:00pm. Students may arrange a one-on-one session with a trained and experienced writing tutor by visiting the UWC during normal operating hours (both half-hour and hour sessions are available) or by making an appointment via [WOnline](https://tamuct.mywconline.com/) [https://tamuct.mywconline.com/]. In addition, you can email Dr. Bruce Bowles Jr. at bruce.bowles@tamuct.edu to schedule an online tutoring session. Tutors are prepared to help writers of all levels and abilities at any stage of the writing process.

While tutors will not write, edit, or grade papers, they will assist students in developing more effective composing practices. By providing a practice audience for students' ideas and writing, our tutors highlight the ways in which they read and interpret students' texts, offering guidance and support throughout the various stages of the writing process. In addition, students may work independently in the UWC by checking out a laptop that runs the Microsoft Office suite and connects to WIFI, or by consulting our resources on writing, including all of the relevant style guides. Whether you need help brainstorming ideas, organizing an essay, proofreading, understanding proper citation practices, or just wants a quiet place to work, the University Writing Center is here to help!

If you have any questions about the University Writing Center, please do not hesitate to contact Dr. Bruce Bowles Jr. at bruce.bowles@tamuct.edu.

f. University Library.

The University Library provides many services in support of research across campus and at a distance. We offer over 200 electronic databases containing approximately 250,000 eBooks and 82,000 journals, in addition to the 72,000 items in our print collection, which can be mailed to students who live more than 50 miles from campus. Research guides for each subject taught at TAMUCT are available through our website to help students navigate these resources. On-campus, the library offers technology including cameras, laptops, microphones, webcams, and digital sound recorders.

Research assistance from a librarian is also available twenty-four hours a day through our online chat service, and at the reference desk when the library is open. Research sessions can be scheduled for more comprehensive assistance, and may take place on Skype or in-person at the library. Assistance may cover many topics, including how to find articles in peer-reviewed journals, how to cite resources, and how to piece together research for written assignments. Our 27,000-square-foot facility on the TAMUCT main campus includes student lounges, private study rooms, group work spaces, computer labs, family areas suitable for all ages, and many other features. Services such as interlibrary loan, TexShare, binding, and laminating are available. The library frequently offers workshops, tours, readings, and other events. For more information, please visit our [Library website](https://tamuct.libguides.com/) [https://tamuct.libguides.com/].

A Note about Sexual Violence at A&M-Central Texas

Sexual violence is a serious safety, social justice, and public health issue. The university offers support for anyone struggling with these issues. University faculty are mandated reporters, so if someone discloses that they were sexually assaulted (or a victim of Domestic/Dating Violence or Stalking) while a student at A&M-Central Texas, faculty members are required to inform the Title IX Office. If you want to discuss any of these issues confidentially, you can do so through Counseling Services (254-501-5956) located on the second floor of Warrior Hall.

Sexual violence can occur on our campus because predators often feel emboldened, and victims often feel silenced or shamed. It is incumbent on ALL of us to find ways to actively create environments that tell predators we don't agree with their behaviors and tell survivors we will support them. Your actions matter. Don't be a bystander; be an agent of change. For additional information on campus policy and resources visit the [Title IX webpage](https://www.tamuct.edu/departments/compliance/titleix.php) [https://www.tamuct.edu/departments/compliance/titleix.php].

VIII. Policies/Expectations

- a. What You Can Expect of Me:** You can expect that I will be an active participant in the online course room. I will be prepared and ready to engage in active learning. I will work to create a respectful learning environment where all of us can express our thoughts and ask questions. While we do not have to agree with each other, we will do so in respectful ways. I expect to learn from you as we spend the next 16 weeks together! I will be available to answer your questions and help you be successful in this course.
- b. I reserve the right to make reasonable alterations to the course calendar and syllabus. It is a guide, not a hard and fast rule. Changes will only be made that benefit the class as a whole.**
- c.** Attendance is essential in a class of this nature. Make sure to check Canvas daily. In order to successfully pass this course a student must engage in the online course room and complete all assignments.

IX. COURSE OUTLINE AND CALENDAR

This course outline is provided for informational purposes and is subject to change. All times are Central Standard Time.

Module	Subject/Reading	Assignments
Week 1 8/27	Read Chapter 1 and listen to or read any supplemental resources in the Week 1 Folder	Discussion #1 due by Sunday, 9/2
Week 2 9/3	Read Chapter 2 and listen to or read any supplemental resources in the Week 2 Folder	Discussion #2 due by Sunday, 9/9
Week 3 9/10	Read Chapter 3 and listen to or read any supplemental resources in the Week 3 Folder	Discussion #3 due by Sunday, 9/16
Week 4 9/17	Read Chapter 4 and listen to or read any supplemental resources in the Week 4 Folder	Quiz #1 due by Sunday, 9/23
Week 5 9/24	Read Chapter 5 and listen to or read any supplemental resources in the Week 5 Folder	Discussion #4 due by Sunday, 9/30;
Week 6 10/1	Read Chapter 6 and listen to or read any supplemental resources in the Week 6 Folder	Discussion #5 due by Sunday, 10/6;
Week 7 10/7	Read Chapter 7 and listen to or read any supplemental resources in the Week 7 Folder	Discussion #6 by Sunday, 10/14.
Week 8 10/15	Read Chapter 8 Listen to or read any supplemental resources in the Week 8 Folder	Quiz #2 and Business Workshop due by Sunday, 10/21
Week 9 10/22	Read Chapter 9 and listen to or read any supplemental resources in the Week 9 Folder	Discussion #7 by Sunday, 10/28;
Week 10 10/29	Read Chapter 10 and listen to or read any supplemental resources in the Week 10 Folder	Discussion #8 due by Sunday, 11/4;
Week 11 11/5	Read Chapter 11 and listen to or read any supplemental resources in the Week 11 Folder	Discussion #9 by Saturday, 11/11;

<p>Week 12</p> <p>11/12</p>	<p>Read Chapter 12 and listen to or read any supplemental resources in the Week 12 Folder</p>	<p>Quiz #3 due by Sunday, 11/18</p>
<p>Week 13</p> <p>11/19</p>	<p>Read Chapter 13 and listen to or read any supplemental resources in the Week 13 Folder</p>	<p>Discussion #10 by Sunday, 11/25</p>
<p>Week 14</p> <p>11/26</p>	<p>Read Chapter 14 and listen to or read any supplemental resources in the Week 14 Folder</p>	<p>Discussion #11 by Sunday, 12/2.</p>
<p>Week 15</p> <p>12/3</p>	<p>Listen to or read any supplemental resources in the Week 14 Folder</p>	
<p>Week 16</p> <p>12/10</p>	<p>Listen to or read any supplemental resources in the Week 16 Folder</p>	<p>Business Plan due by Monday, 12/10; Quiz #4 due by Thursday, 12/13</p>

This Syllabus is subject to change by the Professor. Should changes be made, it will be announced via the course Canvas web site, and a revised Syllabus with new information will be posted.

Important Dates:

Aug 27, Classes Begins

Sep 3, Labor Day

Sep 12, Deadline to drop 16-week classes with no record

Nov 9, Deadline to drop 16-Week Classes with a Q or W

Nov 12, Veterans Day

Nov 22-23, Thanksgiving

Dec 14, Fall Semester Ends

Dec 14, Commencement Ceremony Bell County Expo Center 7:00 p.m.