



TEXAS A&M  
UNIVERSITY  
CENTRAL TEXAS

Face-to-Face MGMT 5388.115 – Entrepreneurship  
Summer 2017: June 4 to July 27, 2018  
Tue/Thu 6:00-8:45pm; Founder's Hall 310

### INSTRUCTOR AND CONTACT INFORMATION

**Instructor:** Dr. Vivien Jancenelle  
**Office:** Founder's Hall 318C  
**Phone:** (254) 519 5425  
**Email:** [vjancenelle@tamuct.edu](mailto:vjancenelle@tamuct.edu) – Email is preferred for communications. Please allow 24 hours for a response on a weekday, and 48 hours on a weekend.

**Office Hours:** *Mon/Wed* - from 10:30am to 11:00am, and 1:45pm to 2:15pm.  
*Tue/Thu* - from 10:30am to 11:00am, 1:45pm to 2:15pm, and 5:00 to 6:00pm.  
Other times available by appointment.

**Mode of Instruction and Course Access:** This course meets *face-to-face*. The TAMUCT Canvas Learning Management System [<https://tamuct.instructure.com>] will be used for supplemental class materials such as PowerPoints and announcements.

**Student-Instructor Interactions:** I check my email every day on weekdays. For emails sent on a weekend, please allow up to 48 hours for a response. Students with questions are encouraged to reach out to me after each class or during my office hours.

**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.

### COURSE INFORMATION

**Required Textbook:** Entrepreneurship: Theory, Process, and Practice, 10<sup>th</sup> Ed. Author: Donald F. Kuratko. Publisher: Cengage Learning. ISBN 978-1-305-57624-7.

**Course Overview and Description:** This course offers a broad coverage of the theory and practice of entrepreneurship. Topics that will be covered include the characteristics of individual entrepreneurs and their mindset, the recognition of entrepreneurial opportunities, the

development of an entrepreneurial business plan, the initiation and formation of new entrepreneurial ventures, the application of effective strategies to grow a new venture, and the strategies that can be pursued to exit a developed venture. In addition to lectures, students will be able to put the class content into practice through the creation of a new venture business plan and other assignments.

**Course Objective:** This course is designed to introduce you to the fundamentals of entrepreneurship. You will gain insight into the complexity of entrepreneurial endeavors, and will be provided with tools and methods for successfully developing and launching a new venture. You will be exposed to the spirit of entrepreneurship and its process of creativity, risk-taking, and planning.

**Student Learning Outcomes:** At the conclusion of the course the student will be able to:

- 1) Discuss the entrepreneurial mindset.
- 2) Summarize key topics and issues in entrepreneurship, such as patents and copyrights, legal organizational structures, social entrepreneurship, ethical issues in entrepreneurship, and sustainable entrepreneurship.
- 3) Appraise entrepreneurial opportunities worth pursuing.
- 4) Appraise modern financing options to start a new venture.
- 5) Appraise different exit strategies available to entrepreneurs
- 6) Design a clear and comprehensive entrepreneurial business plan.

## TECHNOLOGY REQUIREMENTS AND SUPPORT

### Technology Requirements:

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)

*Password:* Your MyCT password

### Technology Support:

For technology issues, students should contact Help Desk Central. Available 24 hours a day, 7 days a week.

*Email:* [helpdesk@tamu.edu](mailto: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.

## UNIVERSITY RESOURCES, PROCEDURES, AND POLICIES

**Drop Policy:** If you discover that you need to drop this class, you must complete a Drop Request Form, found through the Registrar's web page [<https://www.tamuct.edu/departments/business-office/droppolicy.php>]. 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.

**Academic Integrity:** Texas A&M University - CT 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. When in doubt on collaboration, citation, or any issue, please contact your instructor before taking a course of action.

Penalty for Academic Integrity Violations: All academic misconduct 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. Additionally, zero points will be given for any assignment or exam for which academic misconduct has occurred (e.g., cheating on an exam).

**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. The information you provide is private and confidential and will be treated as such.

For more information please visit our Access & Inclusion webpage:  
<http://www.tamuct.edu/departments/access-inclusion>.

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, please visit: <http://www2.ed.gov/about/offices/list/ocr/docs/pregnancy.pdf>.

Title IX of the Education Amendments Act of 1972 prohibits discrimination on the basis of sex and gender – including pregnancy, parenting, and all related conditions. A&M-Central Texas is able to provide flexible and individualized reasonable accommodation to pregnant and parenting students. All pregnant and parenting students should contact the Division of Student Affairs at 254-501-5909 to seek out assistance. Students may also contact the University's Title IX Coordinator.

**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 TAMUCT, 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 Student Counseling (254-501-5955) located on the second floor of Warrior Hall (207L). 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>].

**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 Dr. DeEadra Albert-Green at [deeadra.albertgreen@tamuct.edu](mailto:deeadra.albertgreen@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.

**Copyright Notice:** Students should assume that all course material is copyrighted by the respective author(s). Reproduction of course material is prohibited without consent by the author and/or course instructor. Violation of copyright is against the law and Texas A&M University-Central Texas' Code of Academic Honesty. All alleged violations will be reported to the Office of Student Conduct.

**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 Monday-Thursday 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 at: <https://tamuct.mywconline.com/>. In addition, you can email Dr. Bruce Bowles Jr. at [bruce.bowles@tamuct.edu](mailto: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 want a quiet place to work, the University Writing Center is here to help. If you have any questions about the University Writing Center, please contact Dr. Bruce Bowles Jr. at [bruce.bowles@tamuct.edu](mailto:bruce.bowles@tamuct.edu).

**University Library:**

The University Library provides many services in support of research across campus and at a distance. They 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.

The 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 their homepage: <https://tamuct.libguides.com/>

**INSTRUCTOR POLICIES**

**Student Participation:**

Student participation is required. We learn from sharing out thoughts, ideas, experiences and backgrounds while at the same time listening to input from other students. We all come to the classroom with a wealth of knowledge for sharing, and it is vital to maintain a civil classroom environment. Your contribution to discussion is important and valued.

**Class Attendance:**

Regular attendance is critical to your understanding and mastery of the material, as well as to your understanding of assignment and project requirements. If you must be absent for legitimate reasons, please inform me in advance.

**Make-Up Policy:**

A make-up test can be arranged if the student has a legitimate reason for missing the test and has notified the instructor before the exam has been given to the class (or as soon as possible after the exam in case of an emergency).

**Spelling, Grammar, and Writing Skills for reports:**

The content of all written assignments is what you will be evaluated on, provided that your spelling and grammar does not have major issues. While a few spelling and grammar mistakes

are understandable and will not affect your grade, I reserve the right to remove of up 10% of the points of a written assignment for excessively bad grammar and spelling mistakes. Students who proofread their work, use spelling and grammar checking tools, or obtain help from the University Writing Center (described above) should not be affected by this policy.

## **COURSE REQUIREMENTS**

### ***INDIVIDUAL COURSE COMPONENT (600 POINTS)***

#### **Attendance and Contribution to the Class (50 points)**

Students earn points for this component of the class by regularly attending class sessions and participating in class discussions.

#### **Current Topic in Entrepreneurship Presentation (50 points)**

Each student will be asked to give an individual presentation to the class about a current entrepreneurship topic. Presentations should be no more than 7 PowerPoint slides in length (all inclusive) and should be under 10 minutes. The goal of the current topic presentation should be to foster a discussion on an entrepreneurship topic at the beginning of each class. Topics must be pre-approved by the instructor. Suitable examples of topics include: a recent entrepreneurial trend (e.g., mobile apps, financial tech firms, green/health-related/socially-conscious products), an in-depth look at an entrepreneurial business model (e.g., arbitrage, recurring-revenue business models, sales leads, advertising, consulting), a look at traditional, low-tech or tried-and-true entrepreneurial opportunities (e.g., new franchises, restaurants/food trucks, incremental innovations in older industries, branding opportunities).

#### **Midterm and Final Examination (2 x 200 points)**

Two examinations will be given throughout the course of the semester. Exams will be composed of multiple choice questions based on chapters studied in class. Exams may also feature open-ended/essay questions. I reserve the right to make adjustments to the examinations, depending on the learning pace of the class. Further instructions on how to study for the exams will be provided in class.

#### **Individual New Venture Pitch (100 points)**

Each student will be required to pitch a new venture idea to the class. New venture pitches are to be structured as a reduced or “mini” business plan, and should present an overview of each steps to be implemented in the process of new venture creation, namely: a general description of your new product or service, marketing research and analysis (Who are the customers? How big is the market? Who are the competitors? How will you sell the new product/service?), managerial requirements (Employee needs? Employee credentials?), financial requirements (Sales needed to breakeven? Profit/Loss allocation? Funding sources?), risk analysis (What are the major risks? What are their odds of happening?), harvest strategy (do you seek continuity in the business? Do you seek to sell the business at some point?). Detailed instructions for the new venture pitch will be provided in class.

*BUSINESS PLAN COURSE COMPONENT (400 POINTS)*

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*Team creation procedure for the full business plan course component:*

- All Individual New Venture Pitches will take place on the same day.
  - After everyone has presented their new venture idea, you will be encouraged to discuss all ideas with your classmates and self-select into a team that will pursue a single idea.
    - Teams differ from groups: Teams work together and share a common goal. Team members have greater synergies than group members, and are interdependent.
    - You should choose a team based on how your skills fit within that team, and based on how your own interests and goals match the pitched idea.
  - Teams of 2 to 3 students must be created to pursue a single business idea.
  - As a result of the self-selection process, up to two thirds of the New Venture Pitches will not be retained. Students whose pitches have not been retained will join other teams.
  - Grades for the Individual New Venture Pitches **do not depend** on whether your project is selected for the next stage. There are many factors entirely unrelated to the quality of your pitched idea that come into play during the self-selection process. For example:
    - You may prefer to work on another pitched idea instead of your own.
    - You may want to develop your pitched idea on your own, outside of this class.
    - The skills and interests of your classmates may not align with your pitched idea.
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Created teams will jointly work on the two following group grade components of this course:

**Team Business Plan Write-Up (300 points)**

Your team will be expected to develop the new venture idea you selected into a full written business plan. The business plan will be expected to follow the guidelines in Chapter 12. Your write-up will need to include the following sections: Executive Summary, Business Description Segment, Marketing Segment, Operations Segment, Management Segment, Financial Segment, Critical Risks Segment, Harvest Strategy Segment, and Milestone Schedule Segment. Further instructions for the team written business plan will be provided in class.

**Team Business Plan Presentation (100 points)**

Your team will need to make a compelling presentation of your business plan in front of the class. The content quality of your presentation, your professionalism (e.g., ability to engage audience, professional language, courtesy, ability to explain concepts clearly), and your ability to answer questions from myself and the audience (i.e., the depth of your team knowledge). Further instructions for the team business plan presentation will be provided in class.

### SUMMARY OF GRADING CRITERIA

<u>Assessments:</u>	<u>Points:</u>	<u>Percentage:</u>
Attendance and Contribution to the Class	50	5%
Current Topic in Entrepreneurship Presentation	50	5%
Midterm Examination	200	20%
Final Examination	200	20%
Individual New Venture Pitch	100	10%
Team Business Plan Write-Up	300	30%
Team Business Plan Presentation	100	10%
<b>Total points:</b>	<b>1000</b>	<b>100%</b>

*Note:* Final grades will be calculated using a standard scale (900-1000 points=A, 800-899 points=B, 700-799 points= C, 600-699 points=D, less than 600 points= F). Students begin the class with 0 points and earn points throughout the semester. Although changes to this grading criteria are rare, I reserve the right to adjust point allocation based on the pace of the class. Grades will be posted on Canvas on a regular basis.



**COURSE OUTLINE AND ASSIGNMENTS**

*Note:* I reserve the right to make adjustments to this outline depending on the pace of the class.

Class	Day	Date	Activity	Due
1	Tue	June 5	Course Syllabus, Student Profiles, Class Questions Instructions and slots assignments for current topic presentations Chapter 1. Entrepreneurship: Evolutionary Development—Revolutionary Impact	Student Profiles
2	Thu	June 7	Chapter 2. The Entrepreneurial Mind-set in Individuals: Cognition and Ethics	
3	Tue	June 12	Chapter 4. Social Entrepreneurship and the Global Environment for Entrepreneurship	<i>Current Topic Pres.</i>
4	Thu	June 14	Chapter 5. Innovation: The Creative Pursuit of Ideas	<i>Current Topic Pres.</i>
5	Tue	June 19	Chapter 6. Assessment of Entrepreneurial Opportunities	<i>Current Topic Pres.</i>
6	Thu	June 21	Chapter 7. Pathways to Entrepreneurial Ventures	<i>Current Topic Pres.</i>
7	Tue	June 26	Chapter 8. Sources of Capital for Entrepreneurs	<i>Current Topic Pres.</i>
8	Thu	June 28	<b>Midterm Examination – Chapters 1, 2, 4, 5, 6, 7, and 8.</b> Chapter 9. Legal Challenges for Entrepreneurial Ventures	
9	Tue	July 3	Individual New Venture Pitches – Formation of teams Chapter 12. Developing an Effective Business Plan.	New Venture Pitch Presentations
10	Thu	July 5	Chapter 10. Marketing Challenges for Entrepreneurial Ventures	<i>Current Topic Pres.</i>
11	Tue	July 10	Chapter 11. Financial Preparation for Entrepreneurial Ventures	<i>Current Topic Pres.</i>
12	Thu	July 12	Chapter 13. Strategic Entrepreneurial Growth	<i>Current Topic Pres.</i>
13	Tue	July 17	Chapter 14. Valuation of Entrepreneurial Ventures	<i>Current Topic Pres.</i>
14	Thu	July 19	Chapter 15. Harvesting the Entrepreneurial Venture	<i>Current Topic Pres.</i>
15	Tue	July 24	<b>Final Examination – Chapters 9, 10, 11, 13, 14, and 15.</b> Time for team meeting before Business Plan deadlines.	
16	Thu	July 26	<b>Final Business Plan Presentations</b>	Full Written Business Plan and Presentation