



## Entrepreneurship II MGMT 4310-110 (CRN 10271)

Spring semester 2019/16 week online  
14 January – 10 May

This course meets online. The TAMUCT Canvas Learning Management System <https://tamuct.instructure.com> will be used for you to access all course materials (except textbook), assignments, student-instructor and student-student communication, activities, quizzes, and resource links. Online learning requires students to be very self-disciplined. I have the privilege to facilitate your access to the relevant course information and it is your responsibility to study and learn.

**Instructor:** Anne Sluhan, PhD

**Office:** Founder's Hall 323b

**Office phone:** +1.254.501.5849

**Email:** Kindly message me via Canvas for course-related queries. For other issues email [asluhan@tamuct.edu](mailto:asluhan@tamuct.edu)  
*When messaging me in Canvas, please include "MGMT 4310\_110" in the subject line.*

**Office Hours:** Mondays/Wednesdays 11.00 – 14.00 and by appointment.

### **Student-instructor interaction:**

I check emails regularly on weekdays and will endeavor to respond within 24 hours. Students with questions are encouraged to reach out during my office hours or make an appointment.

### **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 911Cellular through their myCT email account.

In an effort to enhance personal safety on the Texas A&M University – Central Texas (TAMUCT) campus, the TAMUCT Police Department has introduced Warrior Shield by 911 Cellular. [Warrior Shield](https://www.tamuct.edu/police/911cellular.html) [https://www.tamuct.edu/police/911cellular.html] can be downloaded and installed on your mobile device from Google Play or Apple Store.

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

### Textbook

Bamford, C. E., & Bruton, G. D. (2016). *Entrepreneurship: The Art, Science, and Process for Success*. (2<sup>nd</sup> ed.). New York: McGraw-Hill Education. ISBN-13: 978-0078023187; ISBN-10: 0078023181

### Course overview, description, and objective

In this course, you will develop skills required to manage and grow a new venture past the start-up phase; apply general business concepts to the challenges facing entrepreneurs. This course draws upon a range of business disciplines including management, marketing, finance, and accounting to develop a business plan.

### Student learning outcomes

Upon completion of the course, the student should be able to:

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, and
6. Prepare a business plan.

## INSTRUCTOR POLICIES

### Student Participation

We learn from sharing our knowledge, our ideas, and our experiences while simultaneously considering input from our colleagues. Your contribution to class discussion online is important and creates value.

### Make-Up Policy

If a student has a legitimate reason for missing a deadline and has notified the instructor ahead of time, a solution can be arranged.

### Spelling, grammar, and writing skills for assignments

You will be evaluated on the content of all written assignments. Enrique Jardiel Poncela stated, "When something can be read without effort, great effort has gone into its writing." Writing is a consistently challenging endeavor. This course provides you an opportunity to hone your communication skills about this topic. You are challenged to write in a professional, concise, and logical manner. Our brilliant world of electronic resources eradicates all excuses for poor spelling and grammar. While a few minor mistakes will likely not affect your grade, I reserve the right to remove up to 10% of the points of a written assignment for excessively bad grammar and spelling. You are encouraged to always proofread your work (at a minimum), utilize spelling and grammar checking tools, and obtain help from the University Writing Center.



## COURSE REQUIREMENTS

### Small Entrepreneurial Business Management (SEBM) Workshop (25% of course evaluation):

Students can work individually or in a small group (2-3 members) to complete a 60-minute workshop designed for a smaller entrepreneurial business owner. Any business must be able to benefit from your training module. Your workshop must include the following elements:

1. A 30-60 minute professional and engaging presentation that has been recorded; (YouTube OR Arc , 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.

### Potential (SEBM) Workshop Training Topics (including but not limited to):

|                                 |  |
|---------------------------------|--|
| 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 Resources                 | Accounting and Financial Training                          |
| Employee Retention              | Conflict Management  |
| Leadership                      | Safety   |
| Sales/Marketing Strategies      | Time Management  |

### **Grading checklist: SEBM Workshop**

| <b>Activity</b>   | <b>Max. points</b> |
|---|--------------------|
| Overall presentation including all material   | 90                 |
| Engages audience  | 30                 |
| Explains training concept to audience   | 50                 |
| Main and supporting points are plausible, sophisticated, insightful, and clear                        | 50                 |
| All verbal and written communication conveys well-developed thoughts aligned with the overall message | 30                 |
| <u>Total possible points</u>  | <u>250</u>         |



### Business plan (25% of course evaluation)

Each student will complete a business startup/continuity plan for a business of her/his choosing (instructor approval required). The business plan provides students with the opportunity to develop an idea for a business concept. All students will upload a business plan to Canvas by the due date listed in the course calendar. APA (6<sup>th</sup> 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, etc.). 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: Business Plan**

| <b>Activity</b>   | <b>Max. points</b> |
|---|--------------------|
| Cover sheet/ table of contents (with page numbers)  | 10                 |
| Format: APA 6th 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  | 30                 |
| General business description/ Mission Statement: An overview of the company is provided which includes information regarding the reason for starting, mission statement, primary activity, company focus, goods and/or services provided, primary customers, and location.                  | 30                 |
| 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.   | 30                 |
| 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.  | 30                 |
| 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. | 30                 |
| Operating plan: describes daily operation; general office layout; facilities and equipment; fee schedule; financial policies.   | 30                 |
| Financial Management: Start-up Costs, financing strategies and concepts were discussed.   | 30                 |
| Other: Resume, references, supporting documents, etc.   | 20                 |
| <u>Total possible points</u>  | <u>250</u>         |



**Case study (20% of course evaluation)**

Students will be required to expand on the entrepreneurial management concepts through additional ideation techniques and theories using a business case to be published on Canvas.

To achieve a successful project experience and outcome, you must meet the following requirements:

Length: A minimum of 3-5 pages, excluding references.

Resources: A minimum of at least 5 scholarly resources related to the field of small business management that are referenced according to APA (6th ed.) guidelines.

Writing: Free of spelling and grammatical errors that detract from the overall message.

Critical thinking: Writing demonstrates evidence of critical thinking, including the ability to compare, contrast, analyze, and synthesize.

Organization and clarity: Presents logical organized arguments, well supported by appropriate resources.

Any document found to be falsified, plagiarized, or otherwise academically fraudulent will result in the student earning an F for the course. There are no exceptions to this rule.

**Grading checklist: Case study**

| Activity   | Max.points |
|--|------------|
| Meets all project requirements   | 40         |
| Explains and analyzes the discussion questions   | 40         |
| Explains and discerns the owners/managers issues within the case                               | 40         |
| Main and supporting points are plausible, sophisticated, insightful, and clear                 | 40         |
| Written communication is accurate with well-developed thoughts that convey the overall message | 40         |
| <u>Total possible points</u>   | <u>200</u> |



### Discussion forum questions (20% of course evaluation)

There will be a total of 10 discussion topics. In each designated forum you must post at least one main message that answers the question(s) raised. You will also comment on at least two posts from your fellow learners, providing substantive feedback. In total, you are required to post a total of three messages per discussion topic in order to receive credit for each forum: one opening point of 150 to 200 words and two counterpoints of 100 to 200 words each.

Be succinct, and not repetitive with what others have written. Brevity and originality improve dialogue. Quality postings are more than "Good job!" or "I agree with you!". If you agree with a classmate, explain your reasoning. If you disagree with a classmate, provide reasons to support your position.

Each post to the forum should be a 1-2 well-written and proofread paragraph(s) 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 ensure you spell correctly use appropriate grammar.

Messages should relate to the relevant 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, 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.

It is important that you are prompt with your postings and responses. Otherwise your comments will seem out of context. Your postings/insights on the discussion topic should:

- a. Apply course concepts,
- b. Articulate an analysis clearly,
- c. Integrate your colleagues' contributions, leading discussion to a deeper level of understanding, and
- d. Use references if you cite another author, your textbook, or any ideas that are not originally your own.

### Quizzes (10% of course evaluation)

There will be 2 quizzes in 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 Canvas for exam dates. No make-ups for missed quizzes unless there is a documented medical emergency.



| Assessment  | % of final grade | Maximum points |
|---|------------------|----------------|
| Small Entrepreneurial Business Management (SEBM) Workshop | 25               | 250            |
| Business plan   | 25               | 250            |
| Case study  | 20               | 200            |
| Discussion forum participation (10)                       | 20               | 200            |
| Quizzes (2)   | 10               | 100            |
| <b>Total</b>  | <b>100%</b>      | <b>1000</b>    |

Course grades are assigned as follows:

| Percentage | Grade |
|------------|-------|
| 90-100%    | A     |
| 80-89%     | B     |
| 70-79%     | C     |
| 60-69%     | D     |
| 0 - 59%    | F     |

## Expectations

**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.

**Submission identifiers:** Submissions must clearly identify the student and the title of the assignment. Suggested nomenclature for files: *Surname\_Name\_TITLE\_4310\_120\_YYYYmdd*

**Style requirements:** For written assignments, references should follow American Psychological Association citation style. All submissions must be in MS Word format.

**Deadlines:** Work must be submitted on time. If you encounter an issue which might hinder your work, please let me know as soon as possible, as it is easier to discuss issues before deadlines. Late work is not accepted.

**Syllabus modification:** This syllabus serves as an instructional planning document. Every effort is made to maintain the schedule presented herein. However, it may be necessary during the course to modify it. Any potential modifications will be announced as early as possible.

**Posting of grades:** Grades are posted in Canvas, where students can monitor status throughout the term.



**COURSE OUTLINE AND CALENDAR\***

| Week | Dates          | Activity  | Deadline                                       |
|------|----------------|---|--|
| 1    | 14-18 Jan      | Course Syllabus & Student Profiles<br>Ch 1: The 21 <sup>st</sup> Century Entrepreneur | DQ1 - Student profiles                         |
| 2    | 21-25 Jan      | Ch 2: Individual leadership & entrepreneurial start-ups                               | DQ2  |
| 3    | 28 Jan – 1 Feb | Ch 3: Business idea generation & initial evaluation                                   | <i>Team up for SEBM workshop</i>               |
| 4    | 4-8 Feb        | Ch 4: External analysis   | DQ3  |
| 5    | 11-15 Feb      | Ch 5: Business mission & strategy   | <i>SEBM workshop topic for approval</i>        |
| 6    | 18-22 Feb      | Ch 6 Analyzing cash flow & other financial info                                       | DQ4<br><i>Business plan topic for approval</i> |
| 7    | 25 Feb-1 Mar   | Ch 7: Financing & accounting  | DQ5  |
| 8    | 4-8 Mar        | Ch 8: Financial analysis  | DQ6<br>Quiz 1                                  |
|      | 11-15 Mar      | Spring break – no class (University open)   |  |
| 9    | 18-22 Mar      | Ch 9: Establishing the legal foundation   | Case study                                     |
| 10   | 25-29 Mar      | Ch 10: Human resource management  | DQ7  |
| 11   | 1-5 Apr        | Ch 11: Marketing  | DQ8  |
| 12   | 8-12 Apr       | Ch 12: Establishing operations  | SEBM workshop deadline                         |
| 13   | 15-19 Apr      | Ch 13: Exit/Harvest/Turnaround  | DQ9  |
| 14   | 22-26 Apr      | Ch 14 Franchising & purchasing a going concern  | Quiz 2   |
| 15   | 29 Apr-3 May   | Course conclusion and finalization of business plan                                   | DQ10   |
| 16   | 6 – 10 May     | Course evaluation and business plan submission  | Course evaluation & business plan              |

\*Modifications might be made to this outline depending on the pace of the class.

**Important University Dates:**

- 14 January Classes begin
- 14 January Add, Drop, and Late Registration Begins for 16- and First 8-Week.
- 30 January Last day to drop 16-week classes with no record
- 5 April Deadline to drop a 16-week course with a Q or withdraw with a W
- 10 May Spring term ends
- 11 May Commencement Ceremony at Bell County Expo Center 19.00



## TECHNOLOGY REQUIREMENTS AND SUPPORT

This course will use the A&M-Central Texas Instructure Canvas learning management system. Logon to A&M-Central Texas Canvas [<https://tamuct.instructure.com/>] or access Canvas through the TAMUCT Online link in myCT [<https://tamuct.onecampus.com/>]. You will log in through our Microsoft portal. Username: Your MyCT email address. Password: Your MyCT password

### Canvas Support

Use the Canvas Help link, located at the bottom of the left-hand menu, for issues with Canvas. You can select "Chat with Canvas Support," submit a support request via "Report a Problem," or call the Canvas support line: 1-844-757-0953. For course content-related issues, contact your instructor.

### Other Technology Support

For log-in problems, students should contact Help Desk Central. 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): [<http://hdc.tamu.edu>]  
Please let the support technician know you are an A&M-Central Texas student.

## UNIVERSITY RESOURCES, PROCEDURES, AND GUIDELINES

### 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](https://www.tamuct.edu/registrar/docs/Drop_Request_Form.pdf)].

Professors may not drop students; this is always the responsibility of the student. The Registrar's Office will provide a deadline on the Academic 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 -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.

For more [information regarding the Student Conduct process](https://tamuct.campuslabs.com/engage/organization/tamuct-student-conduct-panel),  
[https://tamuct.campuslabs.com/engage/organization/tamuct-student-conduct-panel].

If you know of potential honor violations by other students, you may [submit a report](https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout_id=0),  
[https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout\_id=0].

### **Academic Accommodations**

At Texas A&M University-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 Office 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 Office of Access and Inclusion, WH-212; or call (254) 501-5836. 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) web page [https://www.tamuct.edu/student-affairs/access-inclusion.html].

### **Important information for Pregnant and/or Parenting Students.**

Texas A&M University-Central Texas supports students who are pregnant and/or parenting. In accordance with requirements of Title IX and related 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. Students should seek out assistance as early in the pregnancy as possible. For more information, please visit the [Student Affairs](https://www.tamuct.edu/student-affairs/index.html) web page [https://www.tamuct.edu/student-affairs/index.html]. Students may also contact the institution's Title IX Coordinator. If you would like to read more about these [requirements and guidelines online](http://www2.ed.gov/about/offices/list/ocr/docs/pregnancy.pdf), please visit the website [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 Associate Dean in the Division of Student Affairs at (254) 501-5909 to seek out assistance. Students may also contact the University's Title IX Coordinator.



## Tutoring

Tutoring is available to all A&M-Central Texas students, both on-campus and online. Subjects tutored on campus 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 have 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 from on your computer. Tutor.com is an online tutoring platform that enables A&M-Central Texas students to log in and receive FREE online tutoring and writing support. This tool provides tutoring in over 40 subject areas. Access Tutor.com through Canvas.

## University Writing Center

Located in Warrior Hall 416, the University Writing Center (UWC) at Texas A&M University–Central Texas (TAMUCT) is a free workspace open to all TAMUCT students from 10:00 a.m.-5:00 p.m. Monday thru Thursday with satellite hours in the University Library Monday thru Thursday from 6:00-9:00 p.m. This semester, the UWC is also offering online only hours from 12:00-3:00 p.m. on Saturdays.

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 UWC is here to help!

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](#). In addition, you can email Dr. Bruce Bowles Jr. at [bruce.bowles@tamuct.edu](mailto:bruce.bowles@tamuct.edu) if you have any questions about the UWC and/or need any assistance with scheduling.



## 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 85,000 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 A&M-Central Texas 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 24 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 A&M-Central Texas 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](http://tamuct.libguides.com/index) [http://tamuct.libguides.com/index].

## Copyright Notice

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