



Entrepreneurship II
MGMT 4310-120 (CRN 10272)
Spring semester: 14 January – 10 May 2019

Mondays/Wednesdays 9.30-10.45
Founder's Hall 311

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 slides and announcements.

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

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 to me after each class and 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 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*. (2nd 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 broad 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. We approach the classroom with a wealth of knowledge, which means your contribution to class discussion is important and creates value. Therefore, student participation is required.

Class Attendance

Regular attendance is critical to understanding of the course material and assignments. If you must be absent for legitimate reasons, please inform me in advance.

Make-Up Policy

If a student has a legitimate reason for missing an exam and has notified the instructor before the exam has been given to the class, a makeup exam 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 of up 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

Class participation

You are expected to have read all assigned readings before class. Participation includes attending class, reading assigned chapters, bringing in requested materials or assignments, and participating in class discussions. If for some reason you are unable to attend class, you will be responsible for obtaining notes, assignments, and other relevant course information from your colleagues. Participation (assessed every class) is graded based on your level of attendance, substantive discussion, demonstration of preparedness for class as well as overall above and beyond engagement you demonstrate in class.

Business plan (start-up/continuity)

Each student will complete a business startup/continuity plan for a business of her/his choosing (instructor approval required). Details for assignment will be published on Canvas.

Interview a small business owner & in-class presentation

Each student will first conduct an interview with a small business owner whom s/he does not know and present findings in class. See course schedule for due date and Canvas for assignment details.

Case study

Students will be required to expand on the entrepreneurial management concepts through additional ideation techniques and theories using business cases (2) to be published on Canvas.

Exams

There will be 2 exams in this course that will be worth 10% of your total course grade. Each exam 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
Class participation	10	100
Business plan	30	300
Interview a small business owner & presentation	30	300
Case study (2)	20	200
Exams (2)	10	100
Total	<u>100%</u>	<u>1000</u>

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, Class Questions Ch 1: The 21 st Century Entrepreneur	Student profiles (in class)
2	21-25 Jan	<i>21 Jan – MLK Day – No class</i> Ch 2: Individual leadership & entrepreneurial start-ups	
3	28 Jan – 1 Feb	Ch 3: Business idea generation & initial evaluation	
4	4-8 Feb	Ch 4: External analysis	
5	11-15 Feb	Ch 5: Business mission & strategy	Case study 1
6	18-22 Feb	Ch 6 Analyzing cash flow & other financial info	
7	25 Feb-1 Mar	Ch 7: Financing & accounting	Business plan topic 4 approval
8	4-8 Mar	Ch 8: Financial analysis	Exam 1
	11-15 Mar	Spring break – no class (University open)	
9	18-22 Mar	Ch 9: Establishing the legal foundation	Case study 2
10	25-29 Mar	Ch 10: Human resource management	
11	1-5 Apr	Ch 11: Marketing	Interview SME owner – begin presentations
12	8-12 Apr	Ch 12: Establishing operations	
13	15-19 Apr	Ch 13: Exit/Harvest/Turnaround	
14	22-26 Apr	Ch 14 Franchising & purchasing a going concern	Exam 2
15	29 Apr-3 May	Course conclusion – final lecture 29 April.	
16	6 – 10 May	No class – week used for finalization of business plan	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 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].

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.

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 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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