



Entrepreneurship II

MGMT4310-110

Online 16 Week Course

Spring 2023

17 January – 12 May

Instructor: Dr. Angela Patrick, Ph.D., PMP

Department Phone: 254-681-1416

Email: abpatrick@tamuct.edu (please use the course messaging system to send messages about the class).

Office Hours: I will be available through the Canvas Classroom at least 5 days per week. I will answer all questions within 24-36 hours of the posting time.

Course Modality: This course uses a completely asynchronous online modality (see course requirements for more information for this modality).

Access to the [Canvas classroom](https://tamuct.instructure.com/) is at: <https://tamuct.instructure.com/>

You are encouraged to plan ahead, to familiarize yourself with all the detailed requirements of your assignments, ask clarifying questions well in advance of deadlines, and manage your time professionally. **An email/message sent to your instructor in the final hours before a deadline is unlikely to receive a satisfactory or a swift reply. Plan accordingly.**

Based on student performance in past semesters, as long as you plan your work in good time and submit critical questions about your assignments ahead of time, you will get helpful answers in due time so you need not feel last-minute stress up to your deadline.

Emergency Warning System for Texas A&M University-Central Texas

SAFEZONE. SafeZone provides a public safety application that gives you the ability to call for help with the push of a button. It also provides Texas A&M University-Central Texas the ability to communicate emergency information quickly via push notifications, email, and text messages. All students automatically receive email and text messages via their myCT accounts.

Downloading SafeZone allows access to push notifications and enables you to connect directly for help through the app. You can download SafeZone from the app store and use your myCT credentials to log in. If you would like more information, you can visit the SafeZone website [www.safezoneapp.com].

To register SafeZone on your phone, please follow these 3 easy steps:

1. Download the SafeZone App from your phone store using the link below:
 - a. iPhone/iPad: [<https://apps.apple.com/app/safezone/id533054756>]
 - b. Android Phone / Tablet
[<https://play.google.com/store/apps/details?id=com.criticalarc.safezoneapp>]
2. Launch the app and enter your myCT email address (e.g. {name}@tamuct.edu)
3. Complete your profile and accept the terms of service

Course information

Course overview and objectives

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, present, and execute a viable business plan.

How to meet the course objectives and student learning outcomes (SLOs)

- **Familiarize yourself** with the Canvas classroom space immediately upon course start
- Thoroughly **read and understand** the course syllabus
- **Be responsible for the learning pace**, the course content, and the required quality for all assignments
- Thoroughly **read and understand** each chapter's content
- Actively and professionally **collaborate** with her/his group for all group assignments
- **Communicate professionally, consistently**, and in a timely manner
- **Lead oneself**, one's work group, and all class discussions with **integrity, honesty, and curiosity**
- **Finalize** all required work for this course on time (*this is the essence of a good manager and leader*)
- **Be accountable** to yourself, to your instructor, and to your colleagues in class
- **Take responsibility** for any significant issues that arise *as early as possible* and do not wait until the last minute to ask for help (when it is likely too late for your colleagues or your instructor to help you)
- **Ask clarifying questions** about *any and all* course material you do not understand
- **Give credit where credit is due:** accurately & appropriately cite all sources from where you derive information to support your work. This should be done both in CANVAS and in written assignments.

Required reading: Course textbook

Bamford, C. E., & Bruton, G. D. Entrepreneurship: The Art, Science, and Process for Success. (4th Ed.) McGraw-Hill Education.

Course requirements and assessment

1. Module Forum Discussions:

Module forum discussions are designed to engage online conversations amongst students about module topics. This is an essential component of this course, as students typically share knowledge derived from their specific perspectives, ideas, and experiences. Forum discussions rely on the principles of learner-learner interaction to deepen your understanding of the material. Instructors rarely intervene in discussions, but

every post is read and graded according to their appropriateness for that subject, degree of accuracy, and the extent to which a post/response furthers the conversation.

To receive a maximum grade for each forum discussion, students must make at least two posts, draw upon relevant external resources to support of their statements, and cite them appropriately:

1. a **primary post** should respond to all questions asked regarding the subject matter (questions to which answers will often be opinion or research based); and
2. at least one **response post** to a colleague's primary post in which you engage with your colleague's post and further the discussion in some way. A response must be a minimum of 3 sentences, be relevant to the fellow student's initial post, and extend the conversation in some way. Generic answers (e.g. 'Great job!' or 'I agree with what you say', etc. do not earn points).

Grading for forum discussions largely depends on your ability to a) follow instructions and b) write logical, well-considered, thoughtful, and justified answers (anchored in relevant external evidence that is cited appropriately). Students are encouraged to enjoy learner-learner interactions in the discussion fora and you should consider this online space as equivalent version of an in-class discussion. Rubrics are provided to indicate how you are assessed.

2. Midterm/Final quiz

There will be a midterm and final quiz in this course. Administered online, the quizzes cover course material from the textbook, lectures, supplemental resources, and all assignment prior to each quiz.

3. Business plan

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. The audience for your business plan is potential investors.

All students will upload a business plan to Canvas by the deadline.

APA (7th 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.). Writing should be free of spelling and grammar errors that detract for the overall message.

Grading checklist for Business Plan will be published in CANVAS

4. Small Entrepreneurial Business Management (SEBM) Workshop

Individually or in a small group you are to 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

Small Entrepreneurial Business Management (SEBM) Workshop (Individual or Group project):

Students have the option to work as an individual or choose with whom they would like to work in a 3-4 member group. You will create 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; (In CANVAS Studio, Screencast-O-Matic [<https://screencast-o-matic.com/home>], or YouTube for example).
2. An electronic presentation (e.g. PowerPoint, Prezi, Multimedia);
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 the project's professional completeness as well as the thoroughness of its content. Creativity is a bonus and will be rewarded. All materials will be uploaded to Canvas.

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 Criteria Rubric

All grading rubrics are published in the respective assignment submission locations in Canvas. If you have any questions about the rubrics, don't hesitate to ask about them in the H.I.V.E.

A total of 1000 points are available in this class, assigned as follows:

Assessment	Maximum points
Introduction/Student Course agreement	25
Module forum discussions participation (7)	175
Business plan	300
Midterm/Final quiz	200
Small Entrepreneurial Business Management (SEBM) Workshop (Group project)	300
<u>Total points possible</u>	<u>1000</u>

Points		Letter grade
900-1000	=	A
800-899.99	=	B
700-799.99	=	C
600-699.99	=	D
Below 600	=	F

Posting of Grades

All grades will be posted in CANVAS and students should monitor their status there. I will attempt to post grades for all assignments within one week after the due date, unless otherwise noted.

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.

Course outline and calendar

Unless otherwise noted, all written assignments are due on Sundays of a corresponding week by 23:59.

Exams open on Mondays of a corresponding week and remain open through the following Sunday until 23:59

(NB! Considering the large window of availability for exams, no make-ups are allowed.)

Dates	Topic / Reading	Assignments & online activities
Week 1 17-22 January	Introduction	<ul style="list-style-type: none"> ✓ Read through syllabus in detail ✓ Post Discussion forum submission 1: Student introduction (required to show you are active in the course). ✓ Buy/rent the textbook
Week 2 23-29 January	Ch 1 The 21 st Century Entrepreneur Ch 2 Individual leadership & entrepreneurial start-ups	<ul style="list-style-type: none"> ✓ Study all content provided in Canvas module
Week 3 30 January – 5 Feb	Ch 3: Business idea generation & initial evaluation	<ul style="list-style-type: none"> ✓ D2 (post & responses) ✓ Deadline: Submit SEBM individual or team names/topic
Week 4 6- 12 February	Ch 4: External analysis	<ul style="list-style-type: none"> ✓ Study all content provided in Canvas module
Week 5 13 – 19 February	Ch 5: Business mission & strategy	<ul style="list-style-type: none"> ✓ D3 (post & responses)
Week 6 20 - 26 February	Ch 6 Analyzing cash flow & other financial info	<ul style="list-style-type: none"> ✓ Deadline: SEBM workshop topic for approval
Week 7 27 Feb -5 March	Ch 7: Financing & accounting	<ul style="list-style-type: none"> ✓ D4 (post & responses) ✓ Deadline: Business plan topic for approval
Week 8 6 - 12 March	Ch 8: Financial analysis Ch 9: Establishing the legal foundation	<ul style="list-style-type: none"> ✓ Study all content provided in Canvas module ✓ Submit Midterm quiz
13 – 19 March	SPRING BREAK	
Week 9 20 - 26 March	Ch 10: Human resource management	<ul style="list-style-type: none"> ✓ D5 (post & responses)
Week 10 27 March - 2 April	Ch 11: Marketing	<ul style="list-style-type: none"> ✓ Deadline Submit SEBM workshop
Week 11 3- 8 April	Ch 12: Establishing operations	<ul style="list-style-type: none"> ✓ D6 (post & responses)
Week 12 10 - 16 April	Ch 13: Exit/Harvest/Turnaround	<ul style="list-style-type: none"> ✓ Study all content provided in Canvas module
Week 13 17- 23 April	Ch 14 Franchising & purchasing a going concern	<ul style="list-style-type: none"> ✓ Study all content provided in Canvas module ✓ D7 (post & responses)

Week 14 24-30 April	Course conclusion and finalization of business plan	
Week 15 1-7 May		✓ Deadline Submit final business plan
Week 16 8-12 May	Final course evaluation	✓ Submit Midterm quiz

The schedule is subject to change, in which case a new syllabus w/modified version date will be published and students will be notified.

Important University Dates

<https://www.tamuct.edu/registrar/academic-calendar.html>

Technology Requirements

This course will use the A&M-Central Texas Instructure Canvas learning management system.

We recommend the latest versions of Chrome or Firefox browsers. Canvas no longer supports any version of Internet Explorer.

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 through “Report a Problem,” or call the Canvas support line: 1-844-757-0953. For issues related to course content and requirements, contact your instructor.

Online Proctored Testing

A&M-Central Texas uses Proctorio for online identity verification and proctored testing. This service is provided at no direct cost to students. If the course requires identity verification or proctored testing, the technology requirements are: Any computer meeting the minimum computing requirements, plus web camera, speaker, and microphone (or headset). Proctorio also requires the Chrome web browser with their custom plug in.

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>]

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 the **[Drop Request](#)** Dynamic Form through Warrior Web.

<https://dynamicforms.ngwebsolutions.com/casAuthentication.ashx?InstID=caed95b9-f2bc-45f3-a37d-46928168bc10&targetUrl=https%3A%2F%2Fdynamicforms.ngwebsolutions.com%2FSubmit%2FForm%2FStart%2F53b8369e-0502-4f36-be43-f02a4202f612>

Faculty cannot 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. Once you submit the completed 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, working with others in an unauthorized manner, 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 referred 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://www.tamuct.edu/student-affairs/student-conduct.html), <https://www.tamuct.edu/student-affairs/student-conduct.html> 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 Warrior Center for Student Success, Equity 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://tamuct.instructure.com/courses/717) Canvas page (log-in required) <https://tamuct.instructure.com/courses/717>

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 [Student Affairs](https://www.tamuct.edu/student-affairs/pregnant-and-parenting-students.html) [<https://www.tamuct.edu/student-affairs/pregnant-and-parenting-students.html>]. 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) online, 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 virtually and in-person. Student success coaching is available online upon request.

If you have a question, are interested in becoming a tutor, or in need of success coaching contact the Warrior Center for Student Success, Equity and Inclusion at (254) 501-5836, visit the Warrior Center at 212 Warrior Hall, or by emailing WarriorCenter@tamuct.edu.

To schedule tutoring sessions and view tutor availability, please visit [Tutor Matching Services](https://tutormatchingservice.com/TAMUCT) <https://tutormatchingservice.com/TAMUCT> or visit the Tutoring Center in 111 Warrior Hall.

Chat live with a remote 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 online tutoring support at no additional cost. This tool provides tutoring in over 40 subject areas except writing support. Access Tutor.com through Canvas.

University Writing Center

University Writing Center: Located in Warrior Hall 416, the University Writing Center (UWC) at Texas A&M University–Central Texas (A&M–Central Texas) is a free service open to all A&M–Central Texas students. For the Spring 2022 semester, the hours of operation are from 10:00 a.m.-5:00 p.m. Monday thru Thursday in Warrior Hall 416 (with online tutoring available every hour as well) with satellite hours available online only Monday thru Thursday from 6:00-9:00 p.m. and Saturday 12:00-3:00 p.m.

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-to-one session with a trained and experienced writing tutor 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 if you have any questions about the UWC, need any assistance with scheduling, or would like to schedule a recurring appointment with your favorite tutor 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 if you have any questions about the UWC, need any assistance with scheduling, or would like to schedule a recurring appointment with your favorite tutor.

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 400,000 eBooks and 82,000 journals, in addition to the 96,000 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 virtually through WebEx, Microsoft Teams or in-person at the library. [Schedule an appointment here](https://tamuct.libcal.com/appointments/?g=6956) [https://tamuct.libcal.com/appointments/?g=6956]. 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 info, visit our [Library website](http://tamuct.libguides.com/index) <http://tamuct.libguides.com/index>

Optional policy statements

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 Wellness and 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/compliance/titleix.html) [https://www.tamuct.edu/compliance/titleix.html].

Behavioral Intervention

Texas A&M University-Central Texas cares about the safety, health, and well-being of its students, faculty, staff, and community. If you are aware of individuals for whom you have a concern, please make a referral to the Behavioral Intervention Team. Referring your concern shows you care. You can complete the [referral](https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout_id=2) online [https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout_id=2].

Anonymous referrals are accepted. Please see the [Behavioral Intervention Team](https://www.tamuct.edu/bit) website for more information [https://www.tamuct.edu/bit]. If a person's behavior poses an imminent threat to you or another, contact 911 or A&M-Central Texas University Police at 254-501-5805.

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