Syllabus, Spring 2015
Mgt 581 – Entrepreneurship
(Web Based Course)

Course Title -Entrepreneurship

Professor

J. Robert Collins, Ph.D.
Senior Lecturer and Executive in Residence
Department of Marketing and Management
College of Business and Entrepreneurship

Contact Information

Office: BA 335B
Office Hours: E-Mail anytime, By Appointment
Telephone: 903-468-8188
Fax: 903-886-5702
E-Mail: bob.collins@tamuc.edu

Course Meeting Time/Room

Web based course. On-line instruction

Course Description

This course addresses the following topics: starting and running new ventures and small/mid-size entrepreneurial organizations; components of comprehensive business plans and feasibility studies; processes for opportunity recognition; entrepreneurial innovation and creativity; considerations for intrapreneurship versus entrepreneurship; and, entrepreneurial financial considerations.

Course Goals/Objectives

The student will gain an understanding of:

1. the entrepreneurial process, various aspects of business plans, market and competitive analysis, resources and funding for new businesses, business models and intellectual property, and the presentation of business plans.
2. the changing leadership requirements for entrepreneurs (including the importance of ethics and ethical decision making),
3. the processes of opportunity recognition, innovation, and creativity, and developing the idea

Course Text

Kaplan, Jack M. and Warren, Anthony C. , "Patterns of Entrepreneurship Management", 4e, John Wiley and Sons, 2013, ISBN: 978-1-118-35853-5

Syllabus, Spring 2015
Mgt 581 – Entrepreneurship
(Web Based Course)

Course Requirements

This is a web-based course using asynchronous and synchronous communication for the delivery of course material. The synchronous aspect of the course will utilize ClassLive Pro provided online by Texas A&M University-Commerce as a part of the eCollege course management system. Students are expected to participate in all elements of the course. **All assignments should be turned in using eCollege**. **The assignment submission week ends at 8 am each Monday**. For example, the first assignment must be submitted by **8:00 am on Monday, January 26, 2014**. Please refer to the **Course Plan** and the **Late Assignment** policy posted on eCollege. (Under "**Doc Sharing**")

Please note: All times are Central Time

ClassLive **chat sessions** will occur on alternating **Monday evenings at 6:00 pm** as scheduled in the **Course Plan**. We will have our first session on **1/26/15**. These sessions are designed to clarify course material and address student questions. If for any reason you miss a scheduled chat session, these sessions are archived and can be accessed through eCollege.

Course Management System

Students will find the course schedule and assignments on the **eCollege course management system** and will become familiar with the features of the system as it is used. Please read the Announcement page on the class site**.** On occasion course lecture, reference, and research materials will be placed into **"doc sharing"** for student access on the eCollege course site **Please make sure the student e-mail address shown in the eCollege system is correct and that the address is regularly monitored.**

Course Evaluation

The **final course grade** will be based on the following items:

	Points
Mid-term Exam	15
Final Exam	15
Case Study	10
Weekly Class Assignments	25
Student Project	25
Student Journal	10
Total:	100

Grade Conversion:

A = 90% and above
B = 80-89.99%
C = 70-79.99%
D = 60-69.99%
F = 59.99 or below

Evaluation Criteria

Exams – There will be 2 exams. One will occur at mid-term and the other will be a Final Exam. Each will be worth 15 pts toward the semester grade. The exams may consist of essay, multiple choice, and fill-in-the-blank questions along with selected case analyses. All questions and analyses will be taken from the assignments, text, articles, and/or current events.

Case Study – There will be one case study assigned during the semester. The case is included in the text. Each student will read and analyze the case and address the assigned question(s) in a written report. The Case Study will count 10 pts toward the semester grade.

Weekly Class Assignments – These are assignments that will be relatively short in duration. Typically these will be questions and exercises from the text at the end of each chapter covered. Each assignment will require a written submittal. The average of the assignment grades will make up 25 pts of the final grade.

Student Project – This activity will count up to 25 pts toward the final grade. The student project will consist of the development of a one page executive summary for a business plan. The business can be a new start or an expansion. A completed or partially-completed business plan will be required to accomplish the project. Student ideas for a new business may be used in this effort. A business plan guide is shown on p. 124-128 (Chapter 5) of the text. This is a semester project. Status of the work will be checked from time to time through the semester.

Student Journal – Each student will be required to keep a journal for the course. The journal is managed via eCollege. Each week the student will add a posting addressing a journal topic for that week. The journal **topic** is described under the "**Discussion**" tab on each unit. After determining the topic for the week, the student then **posts** his/her response on his/her **student journal**. ("Journal" tab on eCollege). In addition, students may also post on ideas pertaining to observations, articles, and/or subjects of interest in the course and/or the broad subject of entrepreneurship. The

weekly postings when aggregated at the end of the course can become a student portfolio for the course. Each student is assigned to make at least one "post" or one "comment" each week that a posting is required. This activity will make up 10 pts of the semester grade. The journals will be evaluated on overall quality of postings and achieving the total number of postings required.

Please Note: The student comments are posted in the **Student Journal**, **not** in the **Discussion**

Extra Credit –Live chat sessions are regularly scheduled as explained earlier. The **schedule** for the Live Chat Sessions is shown on the **Course Plan** in **Doc Sharing**. These sessions are voluntary; not required but encouraged. **Students who participate in the chat sessions either live or via archive will receive up to an additional 5pts on their grade**. Students who participate via archive will be required to submit via email each week a special word provided during the live chat to verify their participation in the archive. Participation credit will **not** be earned for archive reviews occurring **later than one week** after the live chat session.

Rubrics for Assignment Grading and Evaluation

The rubrics for evaluating the major assignments required in this course are presented in Appendix A.

Format for Assignments

The following guidelines for all written assignments should be used:

Times New Roman 12 font
Student name, assignment information, and date in upper left-hand corner
(Use a title page on case analyses and project)
Standard 1 inch margins
No header or footer except page numbers as desired
Use headings to denote subject change in the paper
All citations to be in APA style.

Statement of Academic Integrity

Academic honesty is the foundation of the university community. Cheating, plagiarism, or other acts of academic dishonesty compromise the integrity of the academic process and community and are subject to disciplinary action. For this class, academic dishonesty will not be tolerated.

Plagiarism

Plagiarism represents disregard for academic standards and is strictly against University policy. Plagiarized work will result in an **"F"** for the course and further administrative sanctions permitted under University policy. Guidelines for properly quoting someone else's writings and the proper citing of sources can be found in the APA Publication Manual. If you do not understand the term "plagiarism", or if you have difficulty summarizing or documenting sources, contact your professor for assistance.

Research Studies/Human Research

Procedure A15.02

Texas A&M University-Commerce recognizes the need for investigation in which human beings may serve as research subjects. The University acknowledges and accepts its responsibilities for ensuring that the privacy, safety, health, and welfare of such subjects are adequately protected. All research, which involves any form of participation of human subjects, qualifies as human subject research. This includes certain survey research, research by students as well as by faculty and staff and both internally and externally funded research.

In order to comply with federal regulations as well as to conform to guidelines of the University's Institutional Review Board (IRB), the principal investigator should obtain approval of their research protocol from the IRB prior to any contact with human subjects.

If you are using humans in any of your research, contact your professor before proceeding with the research project. A determination will be made as to the need for IRB review and approval.

Late Submittals

Try to avoid them. However; you can receive an extension for good cause if you contact your professor **before the assignment is due** by means of an email in which you explain and document the reason for the delay. You will receive a written response. Last minute, weekend requests will not be considered except in the case of sudden emergencies. Please refer to the course late assignment policy under "Doc Sharing" on the eCollege course site.

Student Workload

University graduate students are expected to dedicate a minimum of ***90 clock hours*** during the term/semester for a 3 SCH course delivered online.

Student Considerations

- Students with Disabilities - The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

  Office of Student Disability Resources and Services
  Texas A&M University-Commerce
  Gee Library, Room 132
  Telephone: (903) 886-5150 or (903) 886-5835
  FAX: (903) 468-8148
  StudentDisabilityServices@tamu-commerce.edu

- "All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conductive to a positive learning environment."

- Students enrolled in on-line courses have the same rights and responsibilities as students in live-taught courses.

- Refer to Student's Guide Book located at:

  www.tamu-commerce.edu/studentlife/guidebook.htm

APPENDIX A
GRADING AND EVALUATION RUBRICS

Syllabus, Spring 2015
Mgt 581 – Entrepreneurship
(Web Based Course)

Mgt 581 Case Study Assignment - Grading Rubric

Semester: Spring 2014
Section: Mgt 581
Teacher: Dr. Bob Collins
Available Points: 10

		Pt Distribution %'s				
CATEGORY	**Points**	*0-59*	*60-69*	*70-79*	*80-89*	*90-100*
A. Case summary including the business name(s), principals and other key facts.		Poor desc; more than one missing element	Acceptable desc ; more than one missing element	Clear desc ; more than one missing element	Clear desc ; missing element	Clear desc of the case situation
10%	1					
B. Statement of the question(s)		Poor or incomplete statement	Acceptable statement; elements missing	Less than clear statement; elements missing	Clear statement; elements missing	Clear statement of the question(s)
10%	1					
C. Identification of the data and information required to assess the questions		Poorly presented, incomplete	Incomplete , missing elements	Incomplete limited missing elements	Good identification and presentation	Thorough, complete identification and presentation
20%	2					
D. Analysis and statement of the response to the question(s)		Incomplete; presented as an afterthought	Incomplete, missing content, poorly presented,	Incomplete content, inaccurate not clearly presented	Mostly Clear response, incomplete content	Clear and complete response
20%	2					
E. Quality and thoroughness of the analysis		Limited, inaccurate	Poor assumptions; partially presented; inaccurate	Assumptions incomplete or not stated; some accuracy questions	Reasonable assumptions; well organized; accurate	Reasonable assumptions; well organized and presented
20%	2					
Overeall Content and Quality of Writing		Poor writing; typos/misspells; inaccuracies; Poor organization	Sloppy Grammar; Inaccuracies or Deficiencies; Poor organization	Grammar issues; Content and organization Deficiencies	Moderately Prof., some rough spots; content OK	Professional, clear and concise; Well organized
20%	2					
Total Points	10					

Syllabus, Spring 2015
Mgt 581 – Entrepreneurship
(Web Based Course)

Mgt 581 Weekly Assignment - Grading Rubric

Semester: Spring 2014
Section: Mgt 581
Teacher: Dr. Bob Collins
Available Points: 25 total; 2.08 per week

		Pt Distribution %'s				
CATEGORY	**Points**	*0-59*	*60-69*	*70-79*	*80-89*	*90-100*
A. Statement of the question(s)		Poor or incomplete statement	Acceptable statement; elements missing	Less than clear statement; elements missing	Clear statement; elements missing	Clear statement of the question(s)
20%	0.416					
B. Analysis and statement of the response to the question(s)		Incomplete; presented as an afterthought	Incomplete, missing content, poorly presented,	Incomplete content, inaccurate not clearly presented	Mostly Clear response, incomplete content	Clear and complete response
40%	0.832					
C. Quality and thoroughness of the analysis		Limited, inaccurate	Poor assumptions; partially presented; inaccurate	Assumptions incomplete or not stated; some accuracy questions	Reasonable assumptions; well organized; accurate	Reasonable assumptions; well organized and presented
20%	0.416					
D. Overall Content and Quality of Writing		Poor writing; typos/misspellings, bad grammar; inaccuracies; Poor organization	Sloppy Grammar; Inaccuracies or Deficiencies; Poor organization	Grammar issues; Content and organization Deficiencies	Moderately Prof., some typos-mispells; content OK	Professional, clear and concise; Well organized
20%	0.416					
Total Points	2.08					

Syllabus, Spring 2015
Mgt 581 – Entrepreneurship
(Web Based Course)

Rubric for Grading Student Project (25 Points)

		Pt Distribution %'s				
CATEGORY	**POINTS**	*0-59*	*60-69*	*70-79*	*80-89*	*90-100*
A. Description - including the business name(s), principals and and other key facts.		Poor desc; more than one missing element	Acceptable desc ; more than one missing element	Clear desc ; more than one missing element	Clear desc ; missing element	Clear desc of the case situation
30%	7.5					
B. Identification of the data and information required		Poorly presented, incomplete	Incomplete , missing elements	Incomplete limited missing elements	Good identification and presentation	Thorough, complete identification and presentation
20%	5.0					
C. Format and Presentation		Incomplete; afterthought	Incomplete, missing content, poorly presented,	Incomplete content, inaccurate not clearly presented	Mostly Clear incomplete content	Clear and complete response
30%	7.5					
D. Quality and thoroughness of the analysis		Limited, inaccurate	Poor assumptions; partially presented; inaccurate	Assumptions incomplete or not stated; some accuracy questions	Reasonable assumptions; well organized; accurate	Reasonable assumptions; well organized and presented
10%	2.5					
E. Overall Content, Quality and Presentation		Poor writing; typos/misspellings, bad grammar; inaccuracies; Poor organization	Inaccuracies or Deficiencies; Poor organization	Content and organization Deficiencies	Moderately Prof., some typos-mispells; content OK	Professional, clear and concise; Well organized
10%	2.5					
Total	25					