



## **ORGL 397 Leading Innovation Course Syllabus**

Instructor: Travis A. Ball

Office Location: Online

Office Hours: Mon-Fri 5-6pm; or by appointment.

Office Phone: 903-468-3319

University Email Address: tball@leomail.tamuc.edu

This syllabus provides course information, which includes materials required for the course, the course description, and student learning outcomes (LOs) to help you navigate the course and complete requirements.

### **Course Information**

Students in the BAS-Organizational Leadership program will be able to effectively recognize and describe the concepts, challenges, and opportunities of entrepreneurship.

This Entrepreneurship competency helps you develop the critical thinking skills needed for your role as an organizational leader, whether starting and operating a small business or not-for-profit organization or working for an existing corporation or company. In other words, the hallmark of a successful manager and leader is treating the company for which you work as if it were your own. As such, this course develops the basic skills you need to evaluate opportunities that can be applied across myriad managerial and leadership positions, anticipate challenges, assess the best course of action, monitor its progress, make adjustments, develop competitive advantages, seize and respond to opportunities, adapt to market changes, and the like.

### **Pretest**

The Pretest for this Entrepreneurship course assesses your knowledge of Components of a Business Plan; Skills for Running & Growing a Business; Costs, Financial Documents & Reporting; Business Strategies; Enterprise's Financial Plans; and Business Operations Plan.

The purpose of the pretest is to provide a baseline understanding of your knowledge in this competency. The pretest is required for the course. Passing grades for all competencies and assignments for this course are a score of 80 points or higher.

<b>Content</b>	<b>Description</b>	<b>Time</b>	<b>Value</b>	<b>Notes</b>
Pretest	Measures your competency of learning outcomes through essay, short answer, and multiple choice questions.	120 minutes	100 points	

### **Posttest**

The Posttest for this Entrepreneurship course assesses your knowledge of Components of a Business Plan, Skills for Running & Growing a Business, on Costs, Financial Documents & Reporting, Business Strategies, Enterprise's Financial Plans, and Business Operations Plan.

The Posttest is an assessment of your knowledge of the material required for the competency. A score of 80 points or higher is required to demonstrate competency.

If you score less than 80 points on any competency you will have an opportunity to review the material and re-take the competency Posttest. You may take the Posttest assessment up to three times. If you have not passed the competency in three attempts, you will have to repeat the course. In order to demonstrate competency, a score of 80 points or higher is required.

<b>Content</b>	<b>Description</b>	<b>Time</b>	<b>Value</b>	<b>Notes</b>
Posttest	Measures your competency of learning outcomes through essay, short answer, and multiple choice questions.	180 minutes	100 points	

## **Learning Outcome 1: Components of a Business or Organizational Plan**

**Learning Outcome:** Create components of a viable business plan.

Successful entrepreneurs excel not only because of their ideas but also because of how they develop those ideas and act on them. A common characteristic shared by effective entrepreneurs is that they take the time to research their ideas thoroughly so that their service, product, or approach to solving a problem or meeting a need has the best chance of succeeding with its intended market. As a competent leader, you start the entrepreneurial process with a feasibility analysis that assists in making the go/no-go decision about a business idea based upon a close examination of product/service, market, industry, and financial data in enough detail to ensure confidence in the results. Your next step is to understand the importance of the business plan: what it is, the reasons for creating the documents within the business plan, the recommended components (content) of the business plan, and how to apply the business plan as a tool for raising capital and/or as a guide to operations.

## **Learning Outcome 2: Skills for Running & Growing an Organization**

**Learning Outcome:** Demonstrate management, leadership and communication skills for running and growing a business.

Entrepreneurs have attitudes, skills, and traits that infuse them with the passion, perseverance, and ability to adapt, manage risk, and drive to strike out on their own. In this learning outcome, you learn to identify the costs and benefits of becoming an entrepreneur and how to perform a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis of a business idea that would meet consumers' needs in the marketplace. To become an effective leader, you need to align your leadership style with your goals for the company and its employees. Here you learn about different styles of leadership, the basic tasks handled by managers, how to develop your organizational culture and determine your organizational structure, the functions of human resources management, the development of ethical leadership upon which to build an ethical organization, and how to incorporate social responsibility into your company.

## **Learning Outcome 3: Costs, Financial Documents & Reporting**

**Learning Outcome:** Demonstrate techniques for analyzing costs, preparing financial documents and reporting requirements.

This learning outcome gives you an overview of the importance of cash flow management, the difference between cash and profits, and how to read a cash flow

statement, create a cash budget, and file appropriate tax returns for your business. You also learn how to conduct a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis of a business idea that would meet consumers' needs in the marketplace; describe ways to manage and forecast cash flow effectively; and explain how to use the balance sheet, income statement, and cash flow statement to make business decisions.

#### **Learning Outcome 4: Business Strategies**

**Learning Outcome:** Design an effective strategy for marketing, customer service, selling and relationship building.

This learning outcome introduces the strategy framework developed by Michael Porter to use in developing your company's competitive advantage. You learn the important differences between marketing and selling and the value of market research. You design an effective marketing strategy through the studied selection of your market segment, the thoroughness of your researching that segment, and how you choose to position your product or service within that market to maximize effectiveness. You draft the marketing components of a business plan after applying the marketing mix to your business idea; researching your competition using the Web and other sources; analyzing the economics of one unit, cost of goods sold, gross profit, and cost of labor; performing the calculations needed for the financial planning of a successful business, defining aspects of opportunity analysis and market research, and building the foundation for the long-term benefits of creating brand identity. You also learn to evaluate your marketing plan using break-even analysis. You develop critical customer service strategies by learning and demonstrating the elements of an effective sales call or marketing piece, handling customer complaints effectively, and achieving customer satisfaction.

#### **Learning Outcome 5: Enterprise's Financial Plans**

**Learning Outcome:** Create a plan for researching, securing and managing the financial aspects of the enterprise.

In this learning outcome, you explore your financing preferences, identify the types of business financing, compare the pros and cons of debt and equity financing, identify sources of capital for your business – including crowd funding, and demonstrate an understanding of stocks and bonds as investment alternatives. Then you perform the calculations needed for the financial planning of a successful business – utilizing simple interest, compound interest, and return on investment – as tools for making wise choices about financing sources, from start-up costs to long-term financing for the business.

## **Learning Outcome 6: Organizational Operations Plan**

**Learning Outcome:** Devise a plan for business operations that will ensure the business delivers on its promises to customers.

For a company to be successful, it must deliver on its promises to customers. Marketing sets the expectations and makes the promises. Finance and accounting ensure that the financial resources are available to produce the promised products and services. Legal structures and staff are in place to support success. Ultimately, the company must deliver the product or service to the customer as expected, or better yet, surpass those expectations.

Operations is the set of actions that produces goods and services. To that end, you learn the best practices and strategies for running and growing a successful business—using financial statements as a guide to operations. You calculate and track variable and fixed costs and use the balance sheet, income statement, and cash flow statement to make informed business decisions. You apply financial ratio and same-size analyses to the income statement to determine the health of the business, determine a business's financing strategy by examining the balance sheet, apply ratio analyses to monitor operations, and calculate your return on investment. To maximize business operations, you learn which legal structure to choose for your business and familiarize yourself with contracts, commercial law, intellectual property and tangible asset protection, and risk management. To control costs and optimize operations, you develop a production-distribution chain for your business, manage suppliers and inventory, and learn the key factors to consider when deciding on location of a plant, warehouse, or office. As you enter the last stages of drafting your business plan, you detail your business's proposed growth and your exit strategy to let investors know how realistic your plans are and how profitable you expect your business to be.

### **Assignments**

Assignments are optional and are designed to help increase your understanding of the material. Since these assignments are optional, you will not be required to submit them for grading and you will not receive instructor feedback.

### **Technology Requirements** **Browser support**

D2L is committed to performing key application testing when new browser versions are released. New and updated functionality is also tested against the latest version of supported browsers. However, due to the frequency of some browser releases, D2L cannot guarantee that each browser version will perform as expected. If you encounter

any issues with any of the browser versions listed in the tables below, contact D2L Support, who will determine the best course of action for resolution. Reported issues are prioritized by supported browsers and then maintenance browsers.

Supported browsers are the latest or most recent browser versions that are tested against new versions of D2L products. Customers can report problems and receive support for issues. For an optimal experience, D2L recommends using supported browsers with D2L products.

Maintenance browsers are older browser versions that are not tested extensively against new versions of D2L products. Customers can still report problems and receive support for critical issues; however, D2L does not guarantee all issues will be addressed. A maintenance browser becomes officially unsupported after one year.

Note the following:

- Ensure that your browser has JavaScript and Cookies enabled.
- For desktop systems, you must have Adobe Flash Player 10.1 or greater.
- The Brightspace Support features are now optimized for production environments when using the Google Chrome browser, Apple Safari browser, Microsoft Edge browser, Microsoft Internet Explorer browser, and Mozilla Firefox browsers.

## Desktop Support

<b>Browser</b>	<b>Supported Browser Version(s)</b>	<b>Maintenance Browser Version(s)</b>
Microsoft® Edge	Latest	N/A
Microsoft® Internet Explorer®	N/A	11
Mozilla® Firefox®	Latest, ESR	N/A
Google® Chrome™	Latest	N/A
Apple® Safari®	Latest	N/A

## Tablet and Mobile Support

Device	Operating System	Browser	Supported Browser Version(s)
Android™	Android 4.4+	Chrome	Latest
Apple	iOS®	Safari, Chrome	The current major version of iOS (the latest minor or <b>point</b> release of that major version) and the previous major version of iOS (the latest minor or <b>point</b> release of that major version). For example, as of June 7, 2017, D2L supports iOS 10.3.2 and iOS 9.3.5, but not iOS 10.2.1, 9.0.2, or any other version.  Chrome: Latest version for the iOS browser.
Windows	Windows 10	Edge, Chrome, Firefox	Latest of all browsers, and Firefox ESR.

- You will need regular access to a computer with a broadband Internet connection. The minimum computer requirements are:
  - 512 MB of RAM, 1 GB or more preferred
  - Broadband connection required courses are heavily video intensive
  - Video display capable of high-color 16-bit display 1024 x 768 or higher resolution
- You must have a:
  - Sound card, which is usually integrated into your desktop or laptop computer
  - Speakers or headphones.
  - \*For courses utilizing video-conferencing tools and/or an online proctoring solution, a webcam and microphone are required.
- Both versions of Java (32 bit and 64 bit) must be installed and up to date on your machine. At a minimum Java 7, update 51, is required to support the learning management system. The most current version of Java can be downloaded at: [JAVA web site http://www.java.com/en/download/manual.jsp](http://www.java.com/en/download/manual.jsp)

- Current anti-virus software must be installed and kept up to date.

Running the browser check will ensure your internet browser is supported.

Pop-ups are allowed.

JavaScript is enabled.

Cookies are enabled.

- You will need some additional free software (plug-ins) for enhanced web browsing. Ensure that you download the free versions of the following software:
  - [Adobe Reader](https://get.adobe.com/reader/) <https://get.adobe.com/reader/>
  - [Adobe Flash Player](https://get.adobe.com/flashplayer/) (*version 17 or later*) <https://get.adobe.com/flashplayer/>
  - [Adobe Shockwave Player](https://get.adobe.com/shockwave/) <https://get.adobe.com/shockwave/>
  - [Apple Quick Time](http://www.apple.com/quicktime/download/) <http://www.apple.com/quicktime/download/>
- At a minimum, you must have Microsoft Office 2013, 2010, 2007 or Open Office. Microsoft Office is the standard office productivity software utilized by faculty, students, and staff. Microsoft Word is the standard word processing software, Microsoft Excel is the standard spreadsheet software, and Microsoft PowerPoint is the standard presentation software. Copying and pasting, along with attaching/uploading documents for assignment submission, will also be required. If you do not have Microsoft Office, you can check with the bookstore to see if they have any student copies.

## ACCESS AND NAVIGATION

You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or [helpdesk@tamuc.edu](mailto:helpdesk@tamuc.edu).

**Note:** Personal computer and internet connection problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. Each student needs to have a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, Starbucks, a TAMUC campus open computer lab, etc.

## COMMUNICATION AND SUPPORT

### Brightspace Support

#### Need Help?

#### Student Support

If you have any questions or are having difficulties with the course material, please contact your Instructor.

#### Technical Support

If you are having technical difficulty with any part of Brightspace, please contact Brightspace Technical Support at 1-877-325-7778 or click on the **Live Chat** or click on the words “click here” to submit an issue via email.



#### System Maintenance

Please note that on the 4th Sunday of each month there will be System Maintenance which means the system will not be available 12 pm-6 am CST.

#### Course Concerns

If you have questions pertaining to the content of this course (e.g., questions about an exam, about course due dates, etc.), please contact your instructor via email, through the "Virtual Office," or during office hours.

#### Other Questions/Concerns

Contact the appropriate TAMU-C department related to your questions/concerns. If you are unable to reach the appropriate department with questions regarding your course enrollment, billing, advising, or financial aid, please call 903-886-5511 between the hours of 8:00 a.m.-5:00 p.m., Monday through Friday.)

#### Communication and Support

Email is the best way to communicate as it is checked throughout the day. However, in order to avoid duplication of questions and answers, I prefer that you post all class related questions in the Virtual Office course tab. It is likely that your peers will have the same question. Emails of a personal nature should be sent to my e-mail address via eCollege.

## **University Specific Procedures**

### **Student Conduct**

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. The Code of Student Conduct is described in detail in the [Student Guidebook](#).

<http://www.tamuc.edu/Admissions/oneStopShop/undergraduateAdmissions/studentGuidebook.aspx>

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: [Netiquette](#)

<http://www.albion.com/netiquette/corerules.html>

### **TAMUC Attendance**

For more information about the attendance policy please visit the [Attendance](#) webpage and [Procedure 13.99.99.R0.01](#).

<http://www.tamuc.edu/admissions/registrar/generalInformation/attendance.aspx>

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/academic/13.99.99.R0.01.pdf>

### **Academic Integrity**

Students at Texas A&M University-Commerce are expected to maintain high standards of integrity and honesty in all of their scholastic work. For more details and the definition of academic dishonesty see the following procedures:

[Undergraduate Academic Dishonesty 13.99.99.R0.03](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/undergraduates/13.99.99.R0.03UndergraduateAcademicDishonesty.pdf>

[Graduate Student Academic Dishonesty 13.99.99.R0.10](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/graduate/13.99.99.R0.10GraduateStudentAcademicDishonesty.pdf>

## **ADA Statement**

### **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 162

Phone (903) 886-5150 or (903) 886-5835

Fax (903) 468-8148

Email: [studentdisabilityservices@tamuc.edu](mailto:studentdisabilityservices@tamuc.edu)

Website: [Office of Student Disability Resources and Services](#)

<http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/>

### **Nondiscrimination Notice**

Texas A&M University-Commerce will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

### **Campus Concealed Carry Statement**

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in Texas A&M University-Commerce buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and A&M-Commerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations.

For a list of locations, please refer to the [Carrying Concealed Handguns On Campus](#) document and/or consult your event organizer.

Web url:

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all A&M-Commerce campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.