Syllabus, Spring 2019
Mgt 581 – Entrepreneurship
(Web Based Course)

Course Title -Entrepreneurship

Instructor

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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”, 5e, John Wiley and Sons, 2013, ISBN: 978-1-119-23905-5

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Course Requirements

Minimal Technical Skills Needed: Students must be able to use the learning management system (D2L), Microsoft Word, Microsoft Excel, Microsoft PowerPoint, and be comfortable with developing presentations and documents using these tools.

Instructional Methods: The plan and schedule for the course is defined in the Course Plan Document which can be found in Doc Sharing as well as Course Content. The course is organized into units or weeks. During each week the assigned readings, lectures, exams, and submittals are spelled out for the student.

Student Responsibilities or Tips for Success in the Course: To succeed in the course, students will need to regularly log in to participate in scheduled discussions, determine current assignments and take exams as required. In addition, the reading assignments must be accomplished on a regular basis in order to keep from falling behind in the course.

Grading: Final grades in this course will be based on the following scale:

A = 90%-100%
B = 80%-89%
C = 70%-79%
D = 60%-69%
F = 59% or Below

This is a web-based course using the Brightspace (D2L) learning management system for communication and delivery of course material. The synchronous aspect of the course will utilize **YouSeeU** provided online by Texas A&M University-Commerce as a part of the D2L course management system. Students are expected to participate in all elements of the course. **All assignments should be submitted to the appropriate folder on D2L**. **The assignment submission week ends at 11:59 pm on Sunday.**. For example, the first assignment must be submitted by **11:59 pm on Sunday, January 20, 2019**. Please refer to the **Course Plan** and the **Late Assignment** policy posted on D2L. (Under "**Doc Sharing**")

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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. 147-149 (Chapter 6) 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 D2L. Each week the student will add a posting addressing a journal topic for that week. The journal **topic** is described for each unit. After determining the topic for the week, the student then **posts** his/her response on his/her **student journal using the title provided**. 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.

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 5 pts on their grade**. Students who participate via archive will be required to submit via email each week a key 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 or Arial, 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.

Please note: All times are Central Time

YouSeeU **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 **1/21/2019.** 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 D2L.

Technology Requirements

Browser support: 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

Browser	Supported Browser Version(s)	Maintenance Browser Version(s)
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 **point** release of that major version) and the previous major version of iOS (the latest minor or **point** release of that major version). For example, as of June 7, 2017, D2Lsupports 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

- **For YouSeeU Sync Meeting sessions *8 Mbps* is required.** Additional system requirements found here: https://support.youseeu.com/hc/en-us/articles/115007031107-Basic-System-Requirements

- 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

- 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/
    - Adobe Flash Player *(version 17 or later)* https://get.adobe.com/flashplayer/
    - Adobe Shockwave Player https://get.adobe.com/shockwave/
    - Apple Quick Time 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.

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 (D2L) Support: Technical Support: If you are having technical difficulty with any part of Brightspace, please ontact 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: D2L runs monthly updates during the last week of the month, usually on Wednesday. The system should remain up during this time unless otherwise specified in an announcement. You may experience minimal impacts to performance and/or look and feel of the environment.

Syllabus Change Policy: The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance**.**

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.

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

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
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.

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.

APPENDIX A
GRADING AND EVALUATION RUBRICS

Case Study Grading Rubric

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					

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Mgt 581 Weekly Assignment - Grading Rubric

Semester: Fall 2018
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					

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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					