

# MANA 5339

# Entrepreneurship

## Fall 2013

Instructor: Dr. Jeffrey E. McGee  
Office: CBA 229  
Office Hours: 5:00-7:00 (Tuesday)  
Text: Required – *Entrepreneurship* ISBN # 9781121949072 – ebook available at <http://create.mcgraw-hill.com/shop/>. Note – this ebook is a more economical version of *Entrepreneurship* (9<sup>th</sup> Edition) by Hisrich, Peters, & Shepherd

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### Course Description

Entrepreneurship (än-tr-pr-nûr-ship) *n.* the process of organizing, managing, and assuming the risks of a business or enterprise (Webster's Dictionary, 2012). *Entrepreneurship (MANA 5339)* is designed to help you understand how to identify and assess new venture opportunities in either a start-up or a corporate environment. You will consider the attributes of entrepreneurs and the role of entrepreneurship in the economy. At the end of this course, you will understand: how to assess the market and financial feasibility of the new venture; how to select between ownership choices; how to use debt and equity financing; how to drive market adoption, and how to lead a growing company. The cornerstone of the course will be a feasibility report that may lead to a business plan for a new venture of your choice. You may explore either an original new venture idea, an interest in understanding how to make an already existing venture succeed, or a new business opportunity in need of assessment for your current employer.

### Student Learning Outcomes

Successful completion of MANA 5339 will enable students to:

1. Describe the nature, costs, and benefits of the lifestyle of an independent entrepreneur.
2. Demonstrate an analytical framework for identifying opportunities and analyzing prospective new venture situations.
3. Describe the nature and characteristics of the new venture formation process.
4. Demonstrate the skills required to plan for a successful new entrepreneurial endeavor or a similar endeavor within the context of an established organization.

### Class Format and Teaching Methodology

Course information and material will be presented by lecture and class discussion. Numerous outside speakers including local entrepreneurs, lending officers, and other experts will address the class and provide additional insight into the entrepreneurial process. Students are also strongly encouraged to relate actual work experiences and observations on topics under discussion.

### Course Requirements

Students will be required to complete two examinations, prepare a business prospectus, and actively participate in class discussions. Grades will be calculated as follows:

Examination 1	30%	90 - 100 = A
Examination 2	30%	80 - 89 = B
Business Prospectus	30%	70 - 79 = C
Class Participation	10%	etc.

## **Examinations**

There will be two examinations containing multiple choice and short answer questions. Under normal circumstances, there are *no* make-up exams. (If you have problems, contact me before the exam.)

## **Business Prospectus**

Students will be required to develop a comprehensive prospectus for a potential new venture. This prospectus should focus on the areas of market analysis and the financial feasibility of a potential new business.

*Market analysis.* This section should answer the following – “who will buy my product or service?” and “why?” At the very least, this section should explicitly include:

1. An explanation of how the business will realize a competitive advantage.
2. A customer profile
3. A competitor profile.
4. An identification and analysis of a potential market that will support the proposed venture.

*Financial feasibility.* This section should address the following -- how will the cash flow of the proposed business generate a reasonable profit? This section should include:

1. An explanation of pricing strategies.
2. Pro forma financial statements -- cash flow, income, and balance sheet.

Individual sessions with the instructor pertaining to the project may be scheduled throughout the semester. *The completed business prospectus will be presented to the class.*

## **Class Participation**

You will be required to complete seven activities in order to achieve the identified objectives:

1. CONTRIBUTE TO IN-CLASS DISCUSSIONS of chapters, readings, lecture material and cases by exhibiting (a) an understanding and articulate analysis of the information presented and (b) skills in the prerequisite course areas required for registration.

Students are expected to attend each class session. Moreover, each student is expected to actively participate in class discussions. Class participation will be evaluated using the following criteria.

*100% - Truly outstanding participation.* Contributed to each session’s discussion with well thought out ideas and comments.

*95% - Excellent participation.* Contributed regularly to discussions with reasonably well developed ideas and comments.

*85% - Good participation.* Contributed to most discussions with relevant comments.

*75% - Average Participation.* Attended class sessions and listened actively to discussion. Actual contributions to the discussion were infrequent.

## **Class Attendance**

The focus of this course is on the development of the skills necessary to be a successful entrepreneur. Three of the most important of these are effective time management, the ability to gather information critical to a venture’s success, and the ability to set effective priorities. In general, this means that students should attend all classes whose subject matter is relevant to his/her current or future project. In addition, it means that students should have read and thought about how the reading assignments apply to his/her project before the class for which they are assigned. And, that students should be prepared to

raise questions they have about them during that class session. It is also true, however, that successful entrepreneurs must be self-starters! Consequently, there are *no* attendance requirements.

### **About the Instructor**

Jeffrey E. McGee is an Associate Professor of Management at the University of Texas at Arlington. He teaches courses in strategic management and entrepreneurship. His research interests include new business development and strategic management of small businesses. Dr. McGee holds a Ph.D. in entrepreneurship from the University of Georgia. His work has been published in *Management Science*, *Journal of Business Venturing*, *Strategic Management Journal*, *Journal of Business and Entrepreneurship*, *Journal of Small Business Strategy*, and *Entrepreneurship: Theory and Practice*. Dr. McGee has also been cited in the *New York Times*, *Fort Worth Star Telegram*, *Dallas Morning News*, and other news publications.

<b>Course Schedule</b>		
<i>Date</i>	<i>Topics Covered</i>	<i>Assignment</i>
8/27	Orientation	In Class
	Entrepreneurship and the Entrepreneurial Mind-Set	Chapter 1
9/3	Corporate Entrepreneurship	Chapter 2
9/10	Entrepreneurial Strategy: Generating and Exploiting New Entries	Chapter 3
	Creativity and the Business Idea	Chapter 4
9/17	Identifying and Analyzing Domestic and International Opportunities	Chapter 5
	Video Case: <i>Intuit</i>	
9/24	Protecting the Idea and Other Legal Issue for the Entrepreneur	Chapter 6
10/1	The Business Plan: Creating and Starting the Venture	Chapter 7
10/8	The Marketing Plan	Chapter 8
	Video Case: <i>Texas Jet</i>	
10/15	Exam One	In Class
10/22	Guest Speaker - TBA	In Class
10/29	The Organizational Plan	Chapter 9
	Video Case: <i>Amy's Ice Cream</i>	
11/5	The Financial Plan	Chapter 10
11/12	Source of Capital	Chapter 11
	Informal Risk Capital, Venture Capital and Going Public	Chapter 12
11/19	Strategies for Growth and Managing the Implications of Growth	Chapter 13
	Video Case: <i>Startup.com</i>	Chapter 14
	Video Case: <i>Auntie Anne's Pretzels</i>	
	Succession Planning and Strategies for Harvesting and Ending the Venture	
11/26	Exam Two	In Class
12/3	Presentations	In Class
12/10	Final Exam – 8:15 - 10:45	In Class
	Business Prospectus Due	

***The course schedule is tentative and subjective to change.***

## **Drop Policy**

Students may drop or swap (adding and dropping a class concurrently) classes through self-service in MyMav from the beginning of the registration period through the late registration period. After the late registration period, students must see their academic advisor to drop a class or withdraw. Undeclared students must see an advisor in the University Advising Center. Drops can continue through a point two-thirds of the way through the term or session. It is the student's responsibility to officially withdraw if they do not plan to attend after registering. **Students will not be automatically dropped for non-attendance.** Repayment of certain types of financial aid administered through the University may be required as the result of dropping classes or withdrawing. For more information, contact the Office of Financial Aid and Scholarships (<http://www.uta.edu/ses/fao>).

## **Americans with Disabilities Act**

The University of Texas at Arlington is on record as being committed to both the spirit and letter of all federal equal opportunity legislation, including the Americans with Disabilities Act (ADA). All instructors at UT Arlington are required by law to provide "reasonable accommodations" to students with disabilities, so as not to discriminate on the basis of that disability. Any student requiring an accommodation for this course must provide the instructor with official documentation in the form of a letter certified by the staff in the Office for Students with Disabilities, University Hall 102. Only those students who have officially documented a need for an accommodation will have their request honored. Information regarding diagnostic criteria and policies for obtaining disability-based academic accommodations can be found at [www.uta.edu/disability](http://www.uta.edu/disability) or by calling the Office for Students with Disabilities at (817) 272-3364.

## **Academic Integrity**

All students enrolled in this course are expected to adhere to the UT Arlington Honor Code:

*I pledge, on my honor, to uphold UT Arlington's tradition of academic integrity, a tradition that values hard work and honest effort in the pursuit of academic excellence.*

*I promise that I will submit only work that I personally create or contribute to group collaborations, and I will appropriately reference any work from other sources. I will follow the highest standards of integrity and uphold the spirit of the Honor Code.*

Students should acknowledge the honor code when taking an exam or when submitting any class work. Per UT System Regents' Rule 50101, §2.2, suspected violations of university's standards for academic integrity (including the Honor Code) will be referred to the Office of Student Conduct. Violators will be disciplined in accordance with University policy, which may result in the student's suspension or expulsion from the University.

## **Student Support Services**

UT Arlington provides a variety of resources and programs designed to help students develop academic skills, deal with personal situations, and better understand concepts and information related to their courses. Resources include tutoring, major-based learning centers, developmental education, advising and mentoring, personal counseling, and federally funded programs. For individualized referrals, students may visit the reception desk at University College (Ransom Hall), call the Maverick Resource Hotline at 817-272-6107, send a message to [resources@uta.edu](mailto:resources@uta.edu), or view the information at [www.uta.edu/resources](http://www.uta.edu/resources).

## **Electronic Communication**

UT Arlington has adopted MavMail as its official means to communicate with students about important deadlines and events, as well as to transact university-related business regarding financial aid, tuition, grades, graduation, etc. All students are assigned a MavMail account and are responsible for checking the inbox regularly. There is no additional charge to students for using this account, which remains active

even after graduation. Information about activating and using MavMail is available at <http://www.uta.edu/oit/cs/email/mavmail.php>.

### **Student Feedback Survey**

At the end of each term, students enrolled in classes categorized as lecture, seminar, or laboratory shall be directed to complete a Student Feedback Survey (SFS). Instructions on how to access the SFS for this course will be sent directly to each student through MavMail approximately 10 days before the end of the term. Each student's feedback enters the SFS database anonymously and is aggregated with that of other students enrolled in the course. UT Arlington's effort to solicit, gather, tabulate, and publish student feedback is required by state law; students are strongly urged to participate. For more information, visit <http://www.uta.edu/sfs>.

### **Final Review Week**

A period of five class days prior to the first day of final examinations in the long sessions shall be designated as Final Review Week. The purpose of this week is to allow students sufficient time to prepare for final examinations. During this week, there shall be no scheduled activities such as required field trips or performances; and no instructor shall assign any themes, research problems or exercises of similar scope that have a completion date during or following this week unless specified in the class syllabi. During Final Review Week, an instructor shall not give any examinations constituting 10% or more of the final grade, except makeup tests and laboratory examinations. In addition, no instructor shall give any portion of the final examination during Final Review Week.

### **Evacuation Procedures**

In the event of an evacuation of the College of Business building, when the fire alarm sounds, everyone must leave the building by the stairs. With the fire alarm system we now have, the elevators will all go to the first floor and stay there until the system is turned off.

All those in the North tower side of the building should proceed to the fire escape stairs located on the East and West sides of that wing.

**FOR DISABLED PERSONS**.....please go to the Northeast fire stairs. We have an evacuation track chair located on the 6<sup>th</sup> floor stairwell. We have people trained in the use of this chair and there will be someone that will go to the 6<sup>th</sup> floor to get the chair and bring it to any lower floor stairwell to assist disabled persons.

Should this be a real emergency, the Arlington Fire Department and UTA Police will also be here to help.

