

# MANA 5339

# Entrepreneurship

## Fall 2015

Instructor: Dr. Jeffrey E. McGee  
Office: CBA 229  
Office Hours: 5:00-7:00 (Tuesday)  
Text: No required text. Relevant material is posted on Blackboard.

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Class:

### 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:

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.

<i>Date</i>	<i>Topics Covered</i>
9/1	Orientation
9/8	Entrepreneurship and the Entrepreneurial Mind-Set
9/15	Assessing the feasibility of an idea: The Business Model <ul style="list-style-type: none"> <li>• What is the business model?</li> <li>• The Value Proposition and key elements of the business model</li> </ul>
9/22	The Business Model Canvas
9/29	The Marketing Plan <ul style="list-style-type: none"> <li>• Customer segments</li> <li>• Customer relationship</li> <li>• Channels</li> <li>• Video Case: <i>Texas Jet</i></li> </ul>
10/6	Customer Analysis and Market Research
10/13	Branding and Sales <ul style="list-style-type: none"> <li>• Promotion/advertising</li> <li>• Guerilla marketing</li> </ul>
10/20	Exam One
10/27	Business Formation <ul style="list-style-type: none"> <li>• Buying versus startup</li> <li>• Franchising</li> </ul>
11/3	Organizing the Venture <ul style="list-style-type: none"> <li>• Forms of ownership</li> <li>• Video Case: <i>Amy's Ice Cream</i></li> </ul>
11/10	Accounting Basics <ul style="list-style-type: none"> <li>• Pro forma statements</li> <li>• Ratio analysis</li> </ul>
11/17	Venture Funding <ul style="list-style-type: none"> <li>• Debt</li> <li>• Venture capital</li> </ul>
11/24	Strategies for Growth and Managing the Implications of Growth
12/1	Exam Two
12/8	Presentations
12/15	Final Exam – 8:15 - 10:45 Business Prospectus Due

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

### **About the Instructor**

Jeffrey E. McGee is an Associate Professor of Management at the University of Texas at Arlington. He holds a Ph.D. in management from the University of Georgia and teaches courses in strategic management and entrepreneurship for the UT Arlington MBA program. Dr. McGee also regularly teaches similar courses for the Executive MBA program in China, Venezuela, and Taiwan.

Dr. McGee's primary research interests focus on entrepreneurship. His work has been published in over 30 refereed journals including *Management Science*, *Journal of Business Venturing*, *Strategic Management Journal*, and *Journal of Applied Business Research*. He has presented over 60 papers at some of the most prestigious academic conferences including the Academy of Management. Dr. McGee has also been cited in the *New York Times*, *Fort Worth Star Telegram*, *Dallas Morning News*, and other news publications.

Dr. McGee served as the Chair for the Department of Management at UT Arlington from 2001 through 2010. He regularly consults with entrepreneurial ventures in the Dallas-Fort Worth Metroplex on a variety of management-related issues.

**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/aao/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.

**Title IX:** The University of Texas at Arlington is committed to upholding U.S. Federal Law "Title IX" such that no member of the UT Arlington community shall, on the basis of sex, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any education program or activity. For more information, visit [www.uta.edu/titleIX](http://www.uta.edu/titleIX).

**Academic Integrity:** Students enrolled all UT Arlington courses 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.*

UT Arlington faculty members may employ the Honor Code as they see fit in their courses, including (but not limited to) having students acknowledge the honor code as part of an examination or requiring students to incorporate the honor code into any work submitted. 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.

**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 an online 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 syllabus*. 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. During this week, classes are held as scheduled. In addition, instructors are not required to limit content to topics that have been previously covered; they may introduce new concepts as appropriate.

**Emergency Exit Procedures:** Should we experience an emergency event that requires us to vacate the building, students should exit the room and move toward the nearest exit, [which is located \[insert a description of the nearest exit/emergency exit\]](#). When exiting the building during an emergency, one should never take an elevator but should use the stairwells. Faculty members and instructional staff will assist students in selecting the safest route for evacuation and will make arrangements to assist individuals with disabilities.

**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).

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