



Entrepreneurship

MANA 3325 Spring 2016

Core Syllabus

Additional Information on Blackboard

Professor : Dr. Susanna Khavul
Office: COB Room 231, University of Texas at Arlington
Telephone: 817-272-3868
Email: skhavul@uta.edu (prefer)

Office hours: Tuesday: 2:00-3:00 in COB Room 231

Class meetings: Tuesday and Thursday: 12:30-1:50

Required Materials:

Scarborough, N.M. *Essentials of Entrepreneurship and Small Business Management*. Upper Saddle River, NJ: Pearson Education, Inc. 7th Edition.

Additional materials, readings, and cases will be provided by the instructor either in class or in electronic form.

What are the course objectives?

MANA 3325 ENTREPRENEURSHIP AND VENTURE MANAGEMENT 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.

How will I learn in this course?

In this class, you will learn through multiple methods.

- First, the required text has the sorts of facts and tools with which any potential entrepreneur should be familiar. It is easy to read, has lots of company examples, and I consider it crucial to read before coming to class.
- Second, the case studies, both text and video, are the core of a number of our sessions. Case preparation requires close reading and analysis in advance of class for the in-class discussion to be meaningful.
- Third, the feasibility assessment project is designed to help you apply what you learn to determine whether a potential venture in which you are interested is actually worth pursuing.
- Finally, in addition to the text, cases, and project, I will be integrating important material through lectures and discussions.

What are the course components and grade distribution?

1. Class Participation	15%
2. Live Case Study "What's your story?"	5%
3. Company Pitch Analysis	5%
4. Group Feasibility project	25%
5. Exams (3)	50%

I do not curve grades in this course. The grade scale is as follows.

90 % and above	A	Excellent student work
80-89 %	B	Good student work
70-79 %	C	Acceptable student work
60-69 %	D	Poor student work
<60 %	F	Unacceptable student work

1. Class Participation (15%)

- Active participation in class is the key to learning. Every student is expected to come to class prepared and ready to participate in class discussion. The most successful class contributions take the form of asking and answering questions that are relevant to the discussion at hand and that advance the group's understanding of the material.
- In addition to the assigned material, each of you comes to class with a wealth of previous experience and knowledge. Sharing your experience with the class will help others learn from you and will help you to integrate what you know with what you are learning.
- I value quality class participation. I routinely cold-call on students whose hands are not raised. Please let me know before the class starts if an emergency has made it impossible for you to prepare for the session. If specific issues that make it difficult for you to actively and consistently participate in class, please discuss these with me in private at the start of the semester.
- Class participation is a substantial portion of the final grade. To get an A in this course, you have to show consistent and high value participation in the class. *Merely showing up to class and sitting without any participation gets you no more than a C for class participation.*

2. Live Case Study: "What's your story?" (5%)

- The live case study requires you to go out and meet an entrepreneur and interview him or her.
- A guide to doing so will be handed out.
- You will write up a 5 page case documenting the entrepreneur's start-up and business experience.

3. Company Pitch Analysis: (5%)

- You will analyze 5 crowdfunding pitches and make a case for investment in one.
- A guide to doing so will be handed out.
- You will write up a 2 page memo.

4. Group Feasibility Project (25%)

- You are required to conduct a feasibility study for either a potential new venture, an existing venture model (such a specific franchising opportunity), or a new business opportunity in need of assessment for your current employer.

- The goal of the project is to assess the market and financial feasibility of the venture before you commit significant resources to pursuing it. You will be given a guide to how to do the feasibility analysis.
- There are multiple components to the Group Feasibility Assignment and these will be discussed in the first week of class. The final report will be 15 pages of text and 5 pages of supporting material.
- This project is not desk research. You will need to present primary data to support your decision. That is you will need to go out and speak to potential customers.
- Feasibility project is a group assignment. Groups can be either 3 or 4 students, no more no less. All teams are self organized. If students join the class late, they will need to negotiate membership in a team.

5. Exams (50%)

- There will be three comprehensive examinations to assess mastery of the course material. The tests may include Short Answer, Multiple Choice, and True/False question formats. The bulk of each exam will focus on the material covered since the last exam but at least some portion will be integrative.
- Everything covered in the course, including in the class, in the book, guest lectures, in assignments, and on handouts can appear on the exam. I will give an exam review before each exam.

CLASS SCHEDULE*

Week-Class	Date	TOPIC	READING	ASSIGNMENT
1-1	Jan 19	Introductions	Syllabus	Make Friends
1-2	Jan 21	Entrepreneurship/Entrepreneurs	Ch 1	Make More Friends
2-3	Jan 26	Creativity and Entrepreneurship	Ch2/Article	@Feasibility Project: Form Teams
2-4	Jan 28	Feasibility Analysis Framework	Ch 4	
3-5	Feb 2	Feasibility Analysis Framework	Ch 3	@Feasibility Project: Project E-mail
3-6	Feb 4	Secondary Data Market Research	Article	## "What's your story?" Written and Oral
4-7	Feb 9	Primary Data Market Research	Article	@Feasibility Project: Commitment Day
4-8	Feb 11	Exam 1		
5-9	Feb 16	Organizational Forms	Ch 5	Visit: http://www.sos.state.tx.us/corp/index.shtml
5-10	Feb 18	Franchising	Ch 6	
6-11	Feb 23	Research Day		@Feasibility Project: Team Meetings
6-12	Feb 25	@Feasibility Project: Project Briefing		@Feasibility Project: Project Briefing
7-13	Mar 1	Financing	Ch 13, 14	
7-14	Mar 3	Financial Plan and Cash Flow	Ch 11, 12	@Feasibility Project: Data Collection Plan
8-15	Mar 8	Financial Plan and Cash Flow	Ch 11, 12	
8-16	Mar 10	Exam 2		
9-17	Mar 22	Families in Business		
9-18	Mar 24	Marketing and Pricing	Ch 8, 10	
10-19	Mar 29	Business Week		
10-20	Mar 31	## Company Pitch Analysis		
11-21	Apr 5	Scaling up	Article	
11-22	Apr 7	@Feasibility Project: Interim Review		@Feasibility Project: Interim Presentation
12-23	Apr 12	Globalization and Entrepreneurship	Article	
12-24	Apr 14	Managing Crisis Learning from Failure	Article	
13-25	Apr 19	Exam 3		
13-26	Apr 21	Research Day		@Feasibility Project: Team Meetings
14-27	Apr 26	@Feasibility Project Presentations		@Peer Feedback on Feasibility Presentations
14-28	Apr 28	@Feasibility Project Presentations		@Peer Feedback on Feasibility Presentations
15-29	May 3	@Feasibility Project Presentations		@Peer Feedback on Feasibility Presentations
15-30	May 5	Putting it all together		@ Final Feasibility Report Due @Peer Review Evaluation

*Please be mindful that this schedule is tentative. As time unfolds and opportunities come up that I believe are pedagogically valuable, I will make adjustments to this schedule and notify the class.

Class procedure and conduct supplement is available from instructor and handed out in class.

COURSE CODE OF CONDUCT

Standard of Conduct: Professional class conduct is expected of each student. I expect a high level of civility in the class.

Academic Dishonesty: It is the philosophy of The University of Texas at Arlington that academic dishonesty is a completely unacceptable mode of conduct and will not be tolerated in any form. All students involved in academic dishonesty will be disciplined in accordance with University regulations and procedures. Discipline may include suspension or expulsion from the University.

"Scholastic dishonesty includes but is not limited to cheating, plagiarism, collusion, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give unfair advantage to a student or the attempt to commit such acts."
(Regents' Rules and Regulations, Part One, Chapter VI, Section 3, Subsection 3.2, Subdivision 3.22.)

At the first instance of academic dishonesty, I will refer you to the Office of Student Conduct. If academic dishonesty is found on the group project, the entire team faces the risk of failing the course. Therefore, check all work before turning it in. Please consult the university website to become familiar with what academic dishonesty implies.

<http://www.uta.edu/studentaffairs/conduct/>

Attendance: Attendance is taken every class at the time of my choosing. For every class that you miss, I will deduct a percentage of your final grade. The tariff is: 1% for the first class missed, 3% for the second, 6% for the third, and doubling thereafter. Three missed classes means that you have lost 10% of your final grade. If you feel that you cannot attend class regularly at the time it meets, consider registering for another section of the class or taking it a different semester.

Census Day: If you are not on my official class list by UT System census day, you are not in the class.

Academic Probation: If you are currently on academic probation or in danger of slipping into probation, it is your responsibility to do well in the class. I will not entertain any requests at any point in the semester or after the semester for extra credit, grade adjustments, or other reconsiderations. *The final grade given will stand.*

Punctuality: Punctuality is a crucial business skill without which a person is not employable. Consistent, punctual attendance is essential to student success in this course.

Participation: Students must also be intellectually present in the course. Students need to be prepared to ask and respond to questions and fully participate in group activities. Auditing the class is not permitted.

Assignments: All assignments must be turned in as hard copies or on blackboard as instructed. Otherwise, do not e-mail any assignments to me. I do not accept any late assignments. You receive a zero if the assignment is not in when I collect it.

Midterm Exams: Students will bring their own Scantron forms and pencils. Further details on these will be provided before the exams. While taking the examination, students will **NOT** be allowed to keep any backpacks, books, notes, cell phones, or headphones of any description on their persons. All documents will be verified.

Expectations for Out-of-Class Study: The university uses the following rule for expectations of out-of-class study. For every credit hour earned, a student should spend 3 hours per week working outside of class. Hence, a 3-credit course might have a **minimum** expectation of 9 hours of reading, study, etc. Thus, beyond the time required to attend each class meeting, students enrolled in this course should expect to spend at least an additional **9 hours per week of their own time in course-related activities**, including reading required materials, completing assignments, preparing for exams, etc. **Thus, you can expect that any 3 credit class will take 12 hours minimum a week of your time.**

Team Formation and Management: You will form project teams on your own. The teams will be self-managed. I will not take any part in the management of your teams. At the end of the semester, there will be a peer assessment of each member of the team.

Handouts, Notes, and Power Points: I will provide you with electronic copies of my Power Points. Other materials may be handed out in hard copy as needed. If I hand out other materials in class and you are not there to receive them, you will need to get a copy from another student. This applies to all materials.

Cell phones, players, and other electronic devices: All similar devices must be turned off during class. Zero tolerance will be given for distractions from electronic devices including silent ringing, checking messages, and using text messaging features. Violators of this policy will be asked to leave the class and not return until the next meeting.

Digital recording requires my consent in writing as to the use of recordings. Please do so in advance.

Laptops: In this class, laptops are permitted but can be revoked individually, for a group, or for the class as a whole if they are used for anything other than coursework or note-taking. Appropriate laptop use depends upon the context. I reserve the sole right to determine what is and what is not appropriate in the context of this class.

Remote Communication: I will endeavor to respond to all student questions as soon as possible. **This usually occurs during the *two business days*.** As is university policy, to communicate with me, students should send their e-mails from a UTA student email account. Please include MANA 3325 in the subject line. Clearly state your question. If the issue is more complex than can be handled in this format, please come to office hours. In addition, after two e-mails on a topic, I will ask you to come to office hours. I do not communicate about grades over e-mail. If you have a question about your grade, please come to office hours.

In person communication: I hold office hours once a week. This time is set aside for me to meet with students from all my classes. Office hours are on a first come first served basis. If there is a line of students to see me, you will need to be patient. Occasionally, I make appointments to see students outside of these hours but such times need to be reserved in advance and fall on T/Th.

Americans with Disabilities Act: The University of Texas at Arlington is on record as being committed to both the spirit and letter of federal equal opportunity legislation; reference Public Law 93112 -- The Rehabilitation Act of 1973 as amended. With the passage of new federal legislation entitled Americans with Disabilities Act - (ADA), pursuant to section 504 of The Rehabilitation Act, there is renewed focus on providing this population with the same opportunities enjoyed by all citizens. As faculty members, we are required by law to provide "*reasonable accommodation*" to students with disabilities, so as not to discriminate on the basis of that disability. Your responsibility primarily rests with *informing faculty at the beginning of the semester and in providing authorized documentation through designated administrative channels*.

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, or view the information at www.uta.edu/resources.

Writing Center. : The Writing Center, 411 Central Library, offers individual 40 minute sessions to review assignments, *Quick Hits* (5-10 minute quick answers to questions), and workshops on grammar and specific writing projects. Visit <https://uta.mywconline.com/> to register and make appointments. For hours, information about the writing workshops we offer, scheduling a classroom visit, and descriptions of the services we offer undergraduates, graduate students, and faculty members, please visit our website at www.uta.edu/owl/

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. 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.

<p>Emergency Phone Numbers: In case of an on-campus emergency, call the UT Arlington Police Department at 817-272-3003 (non-campus phone), 2-3003 (campus phone). You may also dial 911.</p>
