

MGMT 3309 - Entrepreneurship

Course Description/Overview

Markets move today at extraordinary speeds. Creating new business and capturing new markets require innovation, agility, and the ability to take risks in the face of uncertain outcomes. This requires and compels entrepreneurs to address every day activities in a different light. This course focuses on opportunity recognition in markets through development of entrepreneurial thinking, as well as the process of gathering resources, identifying competitive advantage, and understanding basic new venture finance.

Prerequisite Knowledge

Junior Standing

Course Technology

ASU Blackboard, MS Office (Excel, PowerPoint, Word)

Class Meeting Times

Tues./Thurs 3:30-4:45pm, Angelo State University, RAS 104

Technical Support

The Technology Service Center (TSC) may be contacted by calling (325) 942-2911 or 1-866-942-2911 or by email at helpdesk@angelo.edu

Faculty/Instructor Information

J. Bryan Vincent, Ph.D.

Adjunct Professor

Office: N/A

Phone: 325-716-3462 (text communication is preferred)

E-Mail: jvincent@angelo.edu

Office Hours: After class daily until 5:30 or by appointment

Course Objectives

Learning Objectives:

Upon completion of this course, students will be able to...

1. Develop an understanding of entrepreneurialism as a methodology to identify and create opportunity in a non-predictive environment.
2. Understand finance and resource requirements as it relates to starting a new venture
3. Understand how to read financial statements at a basic level
4. Develop and pitch business plan

Assessment Methods

Attendance, exams (midterm and final), in-class exercises/quizzes and projects will be used to assess learning in this course.

Course Textbook and Required Readings

1. Entrepreneurial Finance, Ronald Melicher; Chris Leach, ISBN 978-1-305-96835-6, Publisher Cengage South-Western, January 1, 2017.
2. The Innovator's Hypothesis, Michael Schrage, ISBN 978-0-262-52896-2, MIT Press, February 12, 2016.

**Other readings will be assigned in a timely manner as needed and will be provided to you as handout, PDF, in MS Word format, or as a link to an online resource.*

Grading Policies

This course employs the following to measure student learning:

Grade Calculations	Percent of Grade	Due
Class Assignments	20%	Daily.
Business Plan	20%	Team presentations will take place on Nov. 19 th , 24 th , and 26 th .
Mid. Term	25%	10/15
Class Attendance	10%	Daily.
Final Exam	25%	December 12 th

Angelo State University employs a letter grade system. Grades in this course are determined on a percentage scale:

A = 90 – 100 %
 B = 80 – 89 %
 C = 70 – 79 %
 D = 60 – 69 %
 F = 59 % and below.

My expectation is that all written work and presentations be completed in a professional manner. All work should be neat, well organized, and grammatically and structurally correct just as would be expected with an investor or employer. Therefore, grammar, professionalism, and structure in both written assignments and presentations will be considered as part of your grade.

Response Time

I will respond to any email within 1 bus. day and any class exercises and homework will be graded within 1 week.

Missed/Late Work

No late work will be accepted. Assignments are posted early with reasonable deadlines to provide adequate time to complete the homework.

Participation/Absenteeism

Engagement and participation are key to learning in a face to face class environment. Attendance grading will be scaled (i.e. 28 Days attended / 30 class days = 93.3%). We will also have guest speakers throughout the year and exams will include materials covered in class as well as from guest speakers.

Exams

Exams are comprehensive and will be administered during class. Exams will be a combination of (1) multiple choice (and true/false) and (2) written responses.

Course Policies

Academic Honesty and Integrity

Angelo State University expects its students to maintain complete honesty and integrity in their academic pursuits. Students are responsible for understanding and complying with the university Academic Honor Code, which is in both print and web versions of the ASU Student Handbook.

Academic integrity is expected. This includes, but is not limited to, any form of cheating, plagiarism, unauthorized sharing of work, or unauthorized possession of course materials. The professor assumes that all students can be trusted. Please do not violate this trust. Violation of academic integrity will result in a failing grade for the course.

It is the professor's intention to be as fair and impartial as is humanly possible. Therefore, all students will be asked to adhere to the same set of guidelines and rules UNLESS there are disabilities or documented extenuating circumstances that have been discussed with the professor and the Student Life Office. Please make sure you inform the professor as soon as any situation arises. Do NOT wait until the problem is compounded by poor class performance, poor attendance, etc.

Plagiarism

Plagiarism is a serious topic covered in ASU's Academic Integrity policy in the Student Handbook. Plagiarism is the action or practice of taking someone else's work, idea, etc., and passing it off as one's own. Plagiarism is literary theft.

In your discussions and/or your papers, it is unacceptable to copy word-for-word without quotation marks and the source of the quotation. It is expected that you will summarize or paraphrase ideas giving appropriate credit to the source both in the body of your paper and the reference list.

Papers are subject to be evaluated for originality via Turnitin. Resources to help you understand this policy better are available at the ASU Writing Center.

Copyright Policy

Students officially enrolled in this course should make only one printed copy of the given articles and/or chapters. You are expressly prohibited from distributing or reproducing any portion of course readings in printed or electronic form without written permission from the copyright holders or publishers.

Code of Ethics

Students, faculty, administrators and professional staff of the College of Business should always:

- Be forthright and truthful in dealings with all stakeholders

- Take responsibility for one's actions and decisions
- Serve as an example of ethical decision-making and behavior to others
- Admit errors when they occur, without trying to conceal them
- Respect the basic dignity of others by treating them as one would wish to be treated

Courtesy and Respect

Courtesy and respect are essential ingredients to this course. We respect each other's opinions and respect others points of view at all times while in our class sessions. The use of profanity and harassment of any form is strictly prohibited (Zero Tolerance), as are those remarks concerning one's ethnicity, life style, religion, etc., violations of these rules will result in appropriate disciplinary actions.

Accommodations for Disability

ASU is committed to the principle that no qualified individual with a disability shall, on the basis of disability, be excluded from participation in or be denied the benefits of the services, programs or activities of the university, or be subjected to discrimination by the university, as provided by the Americans with Disabilities Act of 1990 (ADA), the Americans with Disabilities Act Amendments of 2008 (ADAAA), and subsequent legislation.

Student Affairs is the designated campus department charged with the responsibility of reviewing and authorizing requests for reasonable accommodations based on a disability, and it is the student's responsibility to initiate such a request by emailing studentservices@angelo.edu, or by contacting:

Mrs. Dallas Swafford
Director of Student Development
Office of Student Affairs
University Center, Suite 112
325-942-2047 Office
325-942-2211 FAX
Dallas.Swafford@angelo.edu

Student absence for religious holidays

As stated in the Angelo State University Operating Policy and Procedures (OP 10.19 Student Absence for Observance of Religious Holy Day), a student who intends to miss class to observe a religious holy day should make that intention known in writing to the instructor prior to the absence. A student who is absent from classes for the observance of a religious holy day shall be allowed to take an examination or complete an assignment scheduled for that day within a reasonable time after the absence.

Course Drop

To view information about how to drop this course or to calculate important dates relevant to dropping this course, you can visit http://www.angelo.edu/services/registrar_office/course_drop_provisions.php.

Incomplete as a Course grade

As stated in the Angelo State University Operating Policy and Procedure (OP 10.11 Grading Procedures), the grade "I" is given when the student is unable to complete the course because of illness or personal misfortune. For undergraduates, an "I" that is not removed before the end of the next long semester automatically becomes an "F". A graduate student will be allowed one year to remove a grade of "I" before it automatically becomes an "F". To graduate from ASU, a student must complete all "I's".

Grade Appeal Process

As stated in the Angelo State University Operating Policy and Procedures (OP 10.03 Student Grade Grievances), a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, has experienced inequitable evaluation procedures, or inappropriate grading practices, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the grade appeal process and the number of days allowed for completing the steps in the process, see Operating Procedure 10.03 at: <http://www.angelo.edu/content/files/14196-op-1003-grade-grievance>.

Course Outline

No.	Date	Topic	Detail	Reading / Homework (Due)
1	29-Aug	Introduction	Principals of Entrepeneurial Method	Ch. 1 Innovator's Hypothesis (IH)
2	3-Sep	Lecture / Class Exercise	Practice of Play	
3	5-Sep	Lecture / Class Exercise	Practice of Empathy	CH2. Innovator's Focus
4	10-Sep	<i>Guest Speaker</i>	<i>TBD</i>	
5	12-Sep	Lecture / Class Exercise	Practice of Creation	CH3. Innovator's Portfolio
6	17-Sep	Lecture / Class Exercise	Practice of Experimentation	
7	19-Sep	<i>Guest Speaker</i>	<i>TBD</i>	CH. 4 Innovator's Culture
8	24-Sep	Lecture / Class Exercise	Practice of Reflection	
9	26-Sep	Case Studies	Understanding competitive advantage	CH. 5 Exploring the 5x5
10	1-Oct	Case Studies	How to inspire others to drive results	Ent. Finance - Chapter 1
11	3-Oct	Business Plan	Understanding the startup enviroment	
12	8-Oct	Business Plan	Ideation and SWOT Analysis	Ent. Finance - Chapter 2
13	10-Oct	Business Plan	Key Elements of a Business Plan	
14	15-Oct	<i>Guest Speaker</i>	<i>TBD</i>	Organizing a Sales team and NBD
15	17-Oct	MIDTERM	EXAM	
16	22-Oct	Organizing a new Venture	Key Organizational Elements	Ent. Finance - Chapter 3
17	24-Oct	Venture Financing	Choosing the best financing options	
18	29-Oct	Financial Statements	Creating an Income Statement	Ent. Finance - Chapter 4
19	31-Oct	Financial Statements	How to read a Balance Sheet	
20	5-Nov	Financial Statements	Cash Flow Forecasting	
21	7-Nov	Budgeting	Basics of a Budget	Ent. Finance - Chapter 6
22	12-Nov	Organize into Business Plan teams	In-Class Planning	
23	14-Nov	Exit Strategies	Determining Enterprise Value	Ent. Finance - Chapter 15
24	19-Nov	Business Plan Q&A	<i>Peer Reviews</i>	
25	21-Nov	Lecture	Business Ethics	Handout: Final Exam Review topics
26	26-Nov	Business Plan Pitch	Teams 1 and 2	
27	3-Dec	Business Plan Pitch	Teams 3 and 4	
28	5-Dec	Business Plan Pitch	Teams 5 and 6	
29	10-Dec	Final Exam Review	In Class	
30	12-Dec	FINAL	EXAM	