



Competency in speaking and writing for common business scenarios. Students practice their oral presentation skills in impromptu in-class presentations and/or discussions. The student's ability to speak clearly to an audience will be included in the score for these exercises.

Note: These general learning goals are among those established by the Dillard College of Business Administration. General learning goals represent the skills that graduates will carry with them into their careers. While assessing student performance in obtaining these general learning goals, the Dillard College is assessing its programs. The assessments help us as improve our curriculum and curriculum delivery.

### *Course Specific Learning Goals:*

After completing this course, students should be able to:

Know the economic and personal underpinnings of entrepreneurship.

Understand the sources of entrepreneurial ideas and be able to generate ideas.

Conduct a feasibility study of an entrepreneurial opportunity.

Understand the process of implementing a business plan, with particular emphasis on financial considerations.

### *Official Course Policies:*

Attendance: Regular attendance is expected and roll will be taken. ***Students with more than 5 absences will be dropped from the course.*** Participation in class discussion is expected, and reading the assigned material and completing assignments ***prior*** to coming to class is required. See the Midwestern State University *Student Handbook* for the official university attendance policy.

Academic Integrity: With regard to academic honesty, students are referred to the “Student Honor Creed,” which may be found in the Midwestern State University *Student Handbook*. Consistent with the student honor creed, I expect the following of students: academic integrity, personal professionalism, and ethical character. As such, academic integrity violations will not be tolerated and ***students who are caught cheating will receive an F in the course.*** Additional information regarding academic misconduct and the procedures for handling such misconduct (i.e., cheating, collusion, and plagiarism) may be found in *Student Handbook*.

Campus Carry: Senate Bill 11 passed by the 84th Texas Legislature allows licensed handgun holders to carry concealed handguns on campus, effective August 1, 2016. Areas excluded from concealed carry are appropriately marked, in accordance with state law. For more information regarding campus carry, please refer to the University's webpage at <https://msutexas.edu.edu/campus-carry>.

Classroom Accommodations: Students requiring classroom or course accommodations or modifications due to a documented disability should contact the office of Disability Support Services in Clark Student Center (Room 168, telephone number 940-397-4140). The mission of Disability Support Services is to provide equal access to educational, social, and recreational programs through the coordination of services and reasonable accommodations, consultation, and advocacy.

**Classroom Behavior, Demeanor, and Technology:** Cell phones, iPods, iPads, laptops, and other electronic devices may not be used at all during class, and only course materials should be accessed over the computers in the lab. “Hoodies,” headphones, and/or earphones may not be worn during class. Please behave professionally, and treat those around you with respect at all times. Students who fail to comply with these requirements will be asked to leave the classroom immediately and may be dropped from the course at my discretion. Please see the Student Handbook for additional information.

**Communications:** When you have questions, please feel free to contact me via e-mail or telephone, or come by my office during office hours. All email should be sent from, and will be sent to, the student’s MSU e-mail address. No other addresses will be recognized for communication about class matters. You are responsible for communicating difficulties or problems that you may be experiencing in this class, and I ask that you do so in a timely manner.

**Course Syllabus:** This syllabus is a guide for the course and is subject to change. Such changes are generally communicated via D2L and e-mail. However, please print and keep this syllabus as a reference because you are responsible for the assignments and information contained in the syllabus.

**Extra Credit:** There is no such thing as “extra credit” in this course. My personal belief is that in order to achieve extra credit, you must complete extra work. If one student requests extra work, it is only fair that all students have the opportunity to complete the extra work as well. If you are conscientious, attend class, and complete the assignments as directed, you will do well in the course.

**Facemasks:** If you choose to wear a face mask during class, you will be asked to remove it when speaking or presenting.

**Food and Drink Policy:** Per Dillard College of Business policy, no food or drinks other than bottled water (with a re-sealable top) are allowed in classrooms.

**Make-up Tests:** Make-up work or alternative assignments will be determined by the professor and at the sole discretion of the professor. These assignments may or may not exactly duplicate the original and will not entitle other students to the same alternatives since they may not have experienced the same situation. Only students with authorized absences (see University Class Attendance Policy) may make up a missed assignment. In any case, you are expected to call or e-mail me prior to the due date if you must miss an assignment. If I am not in my office when you call, please leave your name, telephone number, and the time of your call on my voicemail, and I will return your call.

### *Grading and Evaluation:*

**Attendance & Participation:** This class should be highly participatory, and you can’t participate if you aren’t present in class. Students will be awarded two points for each class they attend, up to a maximum of 50 points. If you are late, leave early, or fail to participate, expect a one point penalty for each incident. With twenty eight (28) scheduled class meetings, you can miss up to

three classes without a grade penalty. Students who comply with the procedures for an authorized absence as defined in the student handbook receive no penalty for days they miss.

Chapter Quizzes: All 15 chapter quizzes will be taken online in D2L, and will be revealed as the semester progresses. The quizzes may be taken a total of twice prior to the beginning of class on the date listed on the syllabus. There are no risks associated with retaking the quiz – your highest score is used for the grading. Please do not ask for extensions to the quiz times if you have forgotten, waited until the last minute, or experienced technical difficulties. Instead, assume that difficulties will occur and plan accordingly.

Pro-Forma Financial Statements: Students will demonstrate their financial literacy by preparing pro-forma financial statements (financial projections) for a hypothetical business venture.

Research Project: This assignment is a series of short projects and/or exercises to stimulate your understanding of some of the process that entrepreneurs go through when creating a new business.

Final Examination: The final examination will be cumulative, and will consist of material taken directly from the textbook and previously-completed chapter quizzes. Students who earn 900 (90%) or more points during the semester will be exempt from the final.\*

Points are allocated for each course component as follows:

| Course Component                               | Possible Points |
|--|-----------------|
| Attendance & Participation                     | 100             |
| Chapter Quizzes (15 quizzes at 30 points each) | 450             |
| Pro-Forma Financial Statements                 | 250             |
| Research Project                               | 200             |
| Final Examination (*see note above)            | 250             |
| Total Points Possible                          | 1,250           |

Grades will be assigned based on the following scale:

| Course Grade | Percentage    | Points        |
|--------------|---------------|---------------|
| A            | ≥ 90.0%       | ≥ 1,125       |
| B            | 80.0% - 89.9% | 1,000 – 1,124 |
| C            | 70.0% - 79.9% | 875 – 999     |
| D            | 60.0% - 69.9% | 750 – 874     |
| F            | ≤ 59.9%       | ≤ 499         |

## Tentative Course Schedule (Dates May Change if Necessary):

| Day       | Date  | Topic  | Reading       | What is Due? |
|-----------|-------|--|---------------|--------------|
| Monday    | 08/22 | Welcome and Course Overview                                    | Syllabus      | N/A          |
| Wednesday | 08/24 | Introduction to Entrepreneurship                               | Chapter 1     | Quiz 1       |
| Monday    | 08/29 | Recognizing Opportunities and Generating Ideas                 | Chapter 2     | Quiz 2       |
| Wednesday | 08/31 | Recognizing Opportunities and Generating Ideas                 | Chapter 2     | N/A          |
| Monday    | 09/05 | No Class Due to Labor Day Holiday                              | N/A           | N/A          |
| Wednesday | 09/07 | Feasibility Analysis   | Chapter 3     | Quiz 3       |
| Monday    | 09/12 | Feasibility Analysis   | Chapter 3     | N/A          |
| Wednesday | 09/14 | Writing a Business Plan  | Chapter 4     | Quiz 4       |
| Monday    | 09/19 | Writing a Business Plan  | Chapter 4     | N/A          |
| Wednesday | 09/21 | Industry and Competitor Analysis                               | Chapter 5     | Quiz 5       |
| Monday    | 09/26 | Industry and Competitor Analysis                               | Chapter 5     | N/A          |
| Wednesday | 09/28 | Developing an Effective Business Model                         | Chapter 6     | Quiz 6       |
| Monday    | 10/03 | Developing an Effective Business Model                         | Chapter 6     | N/A          |
| Wednesday | 10/05 | Preparing the Proper Ethical and Legal Foundation              | Chapter 7     | Quiz 7       |
| Monday    | 10/10 | Preparing the Proper Ethical and Legal Foundation              | Chapter 7     | N/A          |
| Wednesday | 10/12 | Assessing a New Venture's Financial Strength and Viability     | Chapter 8     | Quiz 8       |
| Monday    | 10/17 | Assessing a New Venture's Financial Strength and Viability     | Chapter 8     | N/A          |
| Wednesday | 10/19 | Building a New-Venture Team                                    | Chapter 9     | Quiz 9       |
| Monday    | 10/24 | Building a New-Venture Team                                    | Chapter 9     | N/A          |
| Wednesday | 10/26 | Getting Financing or Funding                                   | Chapter 10    | Quiz 10      |
| Monday    | 10/31 | Getting Financing or Funding                                   | Chapter 10    | N/A          |
| Wednesday | 11/02 | Unique Marketing Issues  | Chapter 11    | Quiz 11      |
| Monday    | 11/07 | Unique Marketing Issues  | Chapter 11    | N/A          |
| Wednesday | 11/09 | The Importance of Intellectual Property                        | Chapter 12    | Quiz 12      |
| Monday    | 11/14 | The Importance of Intellectual Property                        | Chapter 12    | N/A          |
| Wednesday | 11/16 | Preparing for and Evaluating the Challenges of Growth          | Chapter 13    | Quiz 13      |
| Monday    | 11/21 | Preparing for and Evaluating the Challenges of Growth          | Chapter 13    | N/A          |
| Wednesday | 11/23 | No Class Due to Thanksgiving Holiday                           | N/A           | N/A          |
| Monday    | 11/28 | Strategies for Firm Growth                                     | Chapter 14    | Quiz 14      |
| Wednesday | 11/30 | Franchising  | Chapter 15    | Quiz 15      |
| Monday    | 12/05 | Final Examination (see page 4)<br>3:30 – 5:30 PM – DB Room 324 | Chapters 1-15 | N/A          |