Course Syllabus



Midwestern State University

Dillard College of Business Administration

MGMT 5453.X30

Graduate Seminar in Entrepreneurship

Summer 1, 2020

Class Hours: N/A – Meets Online via D2L

Class Location: N/A – Meets Online via D2L

Instructor Contact Information

Instructor: Dr. Scott Manley

Office: DB 272-A (Lalani Center for Entrepreneurship & Free Enterprise)

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This is the LinkedIn logo linkedin.com/in/scottcmanley

This is the Facebook logo facebook.com/scmanley

Office Hours: MTWR/9:00 until 11:30

Course Material:

Selected readings from academic and practitioner literature.

Course Description:

Focus on the principles and problems associated with entrepreneurship. Students gain an understanding of the entrepreneurial process, creativity, opportunity screening, business plan development, entrepreneurial teams, sources of resources, financial analysis, legal issues, and harvest considerations.

Course Prerequisites:

Enrollment in the Dillard College of Business Administration MBA program.

Course Objectives - General Learning Goals:

**Our students will integrate knowledge across business disciplines*.*** Entrepreneurship calls on integration of business functional knowledge into the whole.

**Our students will produce creative responses to business situations.**

Creativity is at the heart of entrepreneurship, both in opportunity development and execution.

**Our students will communicate at a professional level**.

All submitted assignments are assessed for writing ability.

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 will assist us as we improve our curriculum and curriculum delivery.

Course Specific Learning Goals:

After completing this course, students should be able to:

Understand the components of an entrepreneurial opportunity and be able to screen ideas.

Understand and develop the key components of a business and/or strategic plan.

Understand the challenges involved in resourcing a plan.

Understand the fundamentals of entrepreneurial negotiations.

Official Course Policies:

There are no mandatory in-class sessions for this course. However, you are expected to log into D2L a minimum of once weekly to check for announcements and updates via postings and email. See the university catalog for the University Class 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 Appendix E of the 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://mwsu.edu/campus-carry/rules-policies>.

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.

Communications: When you have questions, please feel free to e-mail me, call me, 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 in class. 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.

Make-up Work: 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 me prior to the time of the test if you must miss an exam. 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:

Performance will be assessed based on the following components:

Discussion Board Participation: As an online course, discussion boards will take the place of face-to-face classroom meetings. As with any traditional course, this class should be highly participatory and thus my intent is that every student should earn maximum credit for discussion board participation. You can’t participate if you do not regularly log into D2L, so it is very important that you check D2L at least weekly (although I actually recommend that you should check it daily). If you do not log into D2L regularly and/or do not participate in discussion board topics in a timely manner, then you should expect to receive less than full credit for each particular assignment.

Article Summaries: Students will be given a entrepreneurial topic and reading list each week. In the second and third week, students will be expected to synthesize and summarize the information contained in each article. The specific readings shall be communicated at the beginning of each week (i.e., Monday morning), and students will be expected to upload their summaries before the beginning of the next week (i.e., Sunday at Midnight). Check D2L for specific topics, readings, and due dates.

Term Paper: Each student will complete a ten-page paper on an entrepreneurial topic of their choice, although topics must be approved by the professor. Topics may include any of the course content or another facet of entrepreneurship.

Final Examination: There is no final examination in this course, as the term paper shall substitute for the final exam.

Points are allocated for each course component as follows:

| Course Component | Possible Points |
| --- | --- |
| Discussion Board Participation | 200 |
| Article Summaries (Eight (8) at fifty (50) points each) | 400 |
| Term Paper | 400 |
| Total Points Possible | 1,000 |

Grades will be assigned based on the following scale:

| Course Grade | Percentage | Points |
| --- | --- | --- |
| A | ≥ 90.0% | ≥ 900 |
| B | 80.0% - 89.9% | 800 – 899 |
| C | 70.0% - 79.9% | 700 – 799 |
| D | 60.0% - 69.9% | 600 – 699 |
| F | ≤ 59.9% | ≤ 599 |

Tentative course schedule – Dates and topics are subject to change

Week 1, beginning Monday, June 1st:

Topic: Entrepreneurial Firm Performance

Assigned Work: Students will participate via D2L discussions.

Week 2, beginning Monday, June 8th:

Topic: Entrepreneurial Orientation

Assigned Work: Students will summarize and synthesize assigned readings, and will participate via D2L discussions.

Week 3, beginning Monday, June 15th:

Topic: The Resource-Based View of the Firm & Outsider Assistance

Assigned Work: Students will summarize and synthesize assigned readings, and will participate via D2L discussions.

Week 4, beginning Monday, June 22nd:

Topic: Strategic Planning

Assigned Work: Students will participate via D2L discussions, and students will have selected their term paper topics and will provide a rough draft and/or outline of their work to date.

Week 5, beginning Monday, June 29th:

Topic: Stakeholder Orientation and Social Entrepreneurship

Assigned Work: Students will participate via D2L discussions, and will submit their term papers before July 4th at 11:59 PM.