

## Course Syllabus






*Midwestern State University  
Dillard College of Business Administration  
MGMT 5453.X30  
Graduate Seminar in Entrepreneurship  
Summer 1, 2023*

Class Hours: N/A – Meets Online via D2L

Class Location: N/A – Meets Online via D2L

### *Instructor Contact Information*

Instructor: Dr. Scott Manley  
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Office Hours: Virtual office hours via Zoom are available by appointment

### *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 regularly* to check for announcements and updates via postings and email. See the university catalog for the University Class Attendance Policy. Students who do not log into D2L at least once per week will be considered as “non-attending” and will be administratively withdrawn from the course.

**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. This obviously includes plagiarism and other unethical practices. Further, students shall not use any artificial intelligence technology or tools (e.g. ChatGPT, Dall-e, etc.) for this course. Therefore, any use of AI tools for this course will be considered an academic integrity violation, since the work is not your own. All submissions will be screened for plagiarism and the use of artificial intelligence, and students will have the opportunity to 1) resubmit the assignment within 24 hours, 2) withdraw from the course immediately, or 3) receive an F in the course. A second violation or subsequent incident of plagiarism or usage of artificial intelligence technology *will result in an F in the course*. Additional information regarding academic misconduct and the procedures for handling such misconduct 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://mwsu.edu/campus-carry/rules-policies>.

**Communications:** When you have questions, please feel free to e-mail, text, or call me. All email should be sent from, and will be sent to, the student’s official MSU e-mail addresses as recorded in Banner and/or D2L. 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 Accommodations:** Students requiring 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

**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 herein.

Extra Credit: There is no “extra credit” in this 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.

*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 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.

The discussions count 40 points for each unit (week). I expect that you create at least one post and three replies to posts, with each post or reply counting 10 points. You will receive a maximum of 40 points each week, and the discussions will be “locked” at the end of each week ensuring no late responses. Original posts must demonstrate that you have read and understand the content, while replies should contribute to the discussion with additional insight and/or content. Replies with simple agreement, or complimentary posts, are not sufficient.

Article Summaries: Students will be given an 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., before Sunday at Midnight). Check D2L for specific topics, readings, and due dates. Each of the eight (8) summaries submitted will count for up to 50 points.

Term Paper: Each student will complete a ten-page paper on an entrepreneurial topic of their choice, although topics must be approved in advance. Topics may include any of the course content or another facet of entrepreneurship. Students are expected to conduct rigorous research of the academic literature using resources such as Google Scholar and the MSU Texas library website, and must cite all sources following APA 6<sup>th</sup> edition guidelines. In the 4<sup>th</sup> week of class, students will submit a draft of their work thus far. This draft counts for up to 100 points, while the final submission counts for up to 300 points.

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 (40 points per topic (week) for 5 weeks)	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 5<sup>th</sup>:

Topic: Entrepreneurial Firm Performance

Assigned Work: Students will participate via D2L discussions.

Week 2, beginning Monday, June 12<sup>th</sup>:

Topic: Entrepreneurial Orientation

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

Week 3, beginning Monday, June 19<sup>th</sup>:

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 26<sup>th</sup>:

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, July 3<sup>rd</sup>:

Topic: Stakeholder Orientation and Social Entrepreneurship

Assigned Work: Students will participate via D2L discussions, and will submit their term papers before **Friday, July 7<sup>th</sup> at 11:59 PM.**