

## Course Syllabus






*Midwestern State University  
Dillard College of Business Administration  
MGMT 3783.X20  
Entrepreneurship and Management of Small Enterprises  
Spring 2024*

Class Hours: Asynchronous online

Class Location: Online via D2L

### *Instructor Contact Information*

Instructor: Dr. Scott Manley  
Office: DB 272-A (Lalani Center for Entrepreneurship & Free Enterprise)  
Phone: 940-397-4366 (office)  
E-Mail: [scott.manley@msutexas.edu](mailto:scott.manley@msutexas.edu)  
Social Media:  @ScottCManley  
 [linkedin.com/in/scottcmanley](https://www.linkedin.com/in/scottcmanley)  
 [facebook.com/scmanley](https://www.facebook.com/scmanley)  
Office Hours: M/W – 9:30 until 11:00 AM, T/R – 10:00 until 11:00 AM, and via Zoom by appointment.

### *Course Material:*

Barringer, B.R. & Ireland, R.D. (2019). *Entrepreneurship: Successfully Launching New Ventures* (6th edition). ISBN: 978-0-13-472953-4  
A webcam and high speed internet access are required for this course.

### *Course Description:*

Focus on the principles and problems associated with starting and managing small enterprises. Students gain an understanding of forms of ownership, sources of funds, location analysis, facility requirements, and business plans.

### *Course Prerequisites:*

Junior standing or above or consent of the chair.

### *Course Objectives - General Learning Goals:*

Problem solving and decision-making abilities through critical analysis, evaluation, and interpretation of business information. Students will practice problem solving and decision-making skills during projects and online discussions. Assessment occurs during course quizzes and homework.

Competency in speaking and writing for common business scenarios. Students practice writing skills in numerous online discussions and in their creation of content for “KidBiz Wichita Falls.” The student’s ability to communicate clearly 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:** As this course is administered online, there is no attendance requirement. However, students will be expected to “attend” class by regularly logging into D2L and completing course content as prescribed. Students who do not regularly log in to D2L to complete course content will be presumed to be “absent” from the course and may be administratively withdrawn for nonattendance.

**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>.

**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.

Communications: When you have questions, please feel free to contact me via e-mail, text message, or telephone. 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 "extra credit" in this course.

Make-up Tests: Make-up work or alternative assignments will be determined by me and at my sole discretion. 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:

Participation: Students can earn up to 100 points. This class should be highly participatory and thus my intent is that every student should earn maximum credit for participation. For this course, participation shall be evaluated on the basis of your participation in online discussions and completion of course content in D2L.

Examinations: Students can earn up to 300 points. At the end of each 5-chapter segment (i.e., chapters 1-5, 6-10, and 11-15), students will take an online exam in D2L to assess their learning over the materials that have been covered. The exams must be taken prior to the deadline, or students will receive a zero for that component of the course. Please do not ask for extensions to the exam 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 can earn up to 300 points. Students will demonstrate their financial literacy by preparing pro-forma financial statements (financial projections) for a hypothetical business venture.

Curriculum for "KidBiz Wichita Falls": Students can earn up to 300 points. Students will work in teams to create a basic "how to start a business." This guide will be used in the community and in schools. A good guideline for this project is the Lemonade Day curriculum, but more details will be provided as the semester progresses. Peer and self-evaluations may affect team members' grades.

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 are subject to change*

Tentative Course Schedule (subject to change):

	Topic	Prep or Reading	What is Due?
Week 1 1/16-1/21	Welcome and Course Overview	Syllabus	N/A
Week 2 1/22-1/28	Introduction to Entrepreneurship Recognizing Opportunities & Generating Ideas	Chapters 1 & 2	N/A
Week 3 1/29-2/4	Feasibility Analysis Developing an Effective Business Model	Chapters 3 & 4	N/A
Week 4 2/5-2/11	Industry & Competitor Analysis	Chapter 5	Exam 1
Week 5 2/12-2/18	Writing a Business Plan Preparing the Proper Ethical & Legal Foundation	Chapters 6 & 7	N/A
Week 6 2/19-2/25	Assessing a New Venture’s Financial Strength & Viability Building a New Venture Team	Chapters 8 & 9	N/A
Week 7 2/26-3/3	Getting Financing or Funding	Chapter 10	Exam 2
Week 8 3/4-3/10	Unique Marketing Issues The Importance of Intellectual Property	Chapters 11 & 12	N/A
<b>3/11-3/17</b>	<b>Spring Break</b>	<b>N/A</b>	<b>N/A</b>
Week 9 3/18-3/24	Preparing For & Evaluating the Challenges of Growth Strategies for Firm Growth	Chapters 13 & 14	N/A
Week 10 3/25-3/31	Franchising	Chapter 15	Exam 3
Week 11 4/1-4/7	Pro-Forma Financial Statements	Online Videos	Work in Progress
Week 12 4/8-4/14	Pro-Forma Financial Statements	Online Videos	Work in Progress
Week 13 4/15-4/21	Pro-Forma Financial Statements	Online Videos	Final Pro-Forma Statements
Week 14 4/22-4/28	Curriculum Preparation for KidBiz Wichita Falls	Research	Work in Progress
Week 15 4/29-5/5	Curriculum Preparation for KidBiz Wichita Falls	Research	Work in Progress
Finals Week 5/6-5/10	The submission of the KidBiz Wichita Falls Curriculum shall substitute for the final exam	Research	KidBiz Wichita Falls Curriculum

NOTE: For the purpose of this course, a week begins on Monday and ends on Sunday. Assignments will be staggered through each week, but the ultimate end of each will be at 11:59 PM Sunday night. This means that each new week begins on Monday at 12:00 AM.