



*Midwestern State University
Dillard College of Business Administration
MGMT 3783.201
Entrepreneurship and Management of Small Enterprises
Spring Semester, 2022*

Class Hours: Mondays & Wednesdays, 3:30 – 4:50

Class Location: Dillard 338

Instructor Contact Information

Instructor: Dr. Scott Manley
Office: DB 272-A (Lalani Center for Entrepreneurship & Free Enterprise)
Phone: 940-397-4366
E-Mail: scott.manley@msutexas.edu
Office Hours: M/W; 9:30 until 11:00 AM; T: 10:00 AM until Noon

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 to complete the quizzes and exams in 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 in-class discussions. Assessment occurs during course quizzes and assignments.

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, without exception.*** Participation in class discussion is expected, and reading the assigned material and completing assignments ***prior*** to coming to class is required. See page 61 of 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 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://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.

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 D2L 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.

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 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:

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 nine (29) scheduled class meetings, you can miss up to four 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.

Lemonade Day Project: Student teams will work with young entrepreneurs as they develop their business plans and work towards the event "Lemonade Day." This assignment will be a series of

short projects to stimulate your understanding of the process of creating a new business. The actual assignment with the individual components will be distributed during class.

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

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 course of the semester semester will be exempt from the cumulative final examination.*

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
Lemonade Day	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	$\geq 90.0\%$	$\geq 1,125$
B	80.0% - 89.9%	1,000 – 1,124
C	70.0% - 79.9%	875 – 999
D	60.0% - 69.9%	750 – 874
F	$\leq 59.9\%$	≤ 749

Day	Date	Topic	Reading	What is Due?
Monday	01/10	Welcome and Course Overview	Syllabus	N/A
Wednesday	01/12	Introduction to Entrepreneurship	Chapter 1	Quiz 1
Monday	01/17	Martin Luther King, Jr. Holiday	N/A	N/A
Wednesday	01/19	Recognizing Opportunities and Generating Ideas	Chapter 2	Quiz 2
Monday	01/24	Recognizing Opportunities and Generating Ideas	Chapter 2	N/A
Wednesday	01/26	Feasibility Analysis	Chapter 3	Quiz 3
Monday	01/31	Feasibility Analysis	Chapter 3	N/A
Wednesday	02/02	Developing an Effective Business Model	Chapter 4	Quiz 4
Monday	02/07	Developing an Effective Business Model	Chapter 4	N/A
Wednesday	02/09	Industry and Competitor Analysis	Chapter 5	Quiz 5
Monday	02/14	Industry and Competitor Analysis	Chapter 5	N/A
Wednesday	02/16	Writing a Business Plan	Chapter 6	Quiz 6
Monday	02/21	Writing a Business Plan	Chapter 6	N/A
Wednesday	02/23	Preparing the Proper Ethical and Legal Foundation	Chapter 7	Quiz 7
Monday	02/28	Preparing the Proper Ethical and Legal Foundation	Chapter 7	N/A
Wednesday	03/02	Assessing a New Venture's Financial Strength and Viability	Chapter 8	Quiz 8
Monday	03/07	Assessing a New Venture's Financial Strength and Viability	Chapter 8	N/A
Wednesday	03/09	Building a New-Venture Team	Chapter 9	Quiz 9
Monday	03/14	Spring Break	N/A	N/A
Wednesday	03/16	Spring Break	N/A	N/A
Monday	03/21	Building a New-Venture Team	Chapter 9	N/A
Wednesday	03/23	Getting Financing or Funding	Chapter 10	Quiz 10
Monday	03/28	Getting Financing or Funding	Chapter 10	N/A
Wednesday	03/30	Unique Marketing Issues	Chapter 11	Quiz 11
Monday	04/04	Unique Marketing Issues	Chapter 11	N/A
Wednesday	04/06	The Importance of Intellectual Property	Chapter 12	Quiz 12
Monday	04/11	The Importance of Intellectual Property	Chapter 12	N/A
Wednesday	04/13	Preparing for and Evaluating the Challenges of Growth	Chapter 13	Quiz 13
Monday	04/18	Preparing for and Evaluating the Challenges of Growth	Chapter 13	N/A
Wednesday	04/20	Strategies for Firm Growth	Chapter 14	Quiz 14
Saturday	04/23	City-Wide Lemonade Day	N/A	Results
Monday	04/25	Franchising	Chapter 15	Quiz 15
Wednesday	04/27	Make-Up Day, if Needed	N/A	N/A
Monday	05/02	Final Examination (*see page 4) 5:45 – 7:45 PM	Chapters 1-15	N/A