Course Overview

The course emphasizes awareness of the persona of the Entrepreneur especially as it relates to the Hispanic Community. The assigned readings focus on developing an understanding of the Entrepreneur and the need for that role in society. The Entrepreneur starts a for-profit business or a not-for-profit organization that solves problems, employs people and builds financial assets. The Entrepreneur then grows the business or organization for long-term stability and continuous growth. The function of the Entrepreneur is to identify unfilled needs for products and services and obtains the resources and delivers the solution to satisfy those needs and resolve issues innovatively for the customer.

The course discussions will cover topics that bring a deeper understanding of the complexity of the Entrepreneurial role. The instructor will also present materials and exercises that encourage personal growth, quality decision making and the understanding processes to accomplish complex goals. The further development of Critical Thinking and Leadership skills are core to the curricular process of the course.

Three books are assigned that will outline the characteristics of the Entrepreneur and the challenges they face to successfully grow a business. The Entrepreneur mindset can also exist outside of business ownership.

The instructor conducts lectures and expects participation from every student during every class. It is a highly participatory class. Discussions will focus on specific questions related to the reading assignments.

The students will also view ten one-hour video interviews of local Successful Hispanic Entrepreneurs which have been conducted by the Instructor. Also, some successful Hispanic business owners may make presentations to the class at appropriate class sessions.

Class discussions will focus on identifying and analyzing the characteristics of Entrepreneurs. It will also explore the opportunities and the challenges faced by Hispanic Entrepreneurs. Students will also discover the Entrepreneurial characteristics in themselves and in others.
Syllabus  Hispanic Entrepreneurship  UT El Paso

Spring Semester 2024  H. Homero Galicia, Instructor

Course Components:

1. Content  Reading assignments
2. Context and Concepts  Lectures, Class Discussions and Dialogue
3. Practice  Video interviews of Successful Hispanic Entrepreneurs
4. Analysis and Application  Critical Analysis: Writing Assignments

Course Objectives:

- To understand the need for, the role of and the value of the Entrepreneur in the society
- To fully comprehend the importance of developing successful Hispanic Entrepreneurs for the economic development of the Hispanic community
- To recognize and encourage the Entrepreneurial drive in each of us to make meaning in society
- To acknowledge that as entrepreneurs overcome obstacles and challenges, they can bring change to the society. Thus, the Entrepreneur can be a “change agent” in the society
- To recognize that Entrepreneurship is a vehicle for self-expression and self-realization
- To comprehend the social dynamics of Entrepreneurship as a vehicle for social change
- To understand the limitations small business owners experience by the lack of planning, due diligence and weak infrastructure
- To comprehend the negative effect that the marginalization of Hispanic owned business has on the self-esteem and on the economy of the Hispanic community
- To have a deeper understanding of the value of financial literacy, financial goal setting and financial planning in the Hispanic community
- To appreciate the value of planning and leadership for successful careers
- To recognize and mitigate the risks associated with owning a business and executive decisions making
- To understand the emotional and financial costs of operating a business to the business owner, to the owner’s family and to others associated with the business.
- To learn the skills and attributes to be a successful Entrepreneur
- To develop skills for entrepreneurial success and executive leadership
- To increase the Leadership skills and capacity of each student
- To clarify personal purpose and develop strategies to accomplish them
Syllabus

Hispanic Entrepreneurship

UT El Paso

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- To better understand career planning and career development
- To have a meaningful and positive experience in the class
- To identify and develop personal vision, goals and strategies to accomplish personal plans

What is expected of each student?

This course will be conducted on-line. Each student is expected to participate as fully as possible.

Each student can expect to be challenged and make every effort to excel in their performance in the class. The class is highly interactive. Critical discussion is emphasized. Students are expected to be prepared for each class. Mediocrity is challenged. It will not be enough to just “get by”.

Critical analysis is stressed in all elements of the course. There is an emphasis on writing critical analysis of the assigned materials. The student is expected to acquire a thorough understanding of the readings and provide subjective and critical insight gained from personal experience and apply it in the writing assignments and discussions. Superficial reading of the material will not suffice. Depth and rigor are stressed. Academic excellence is expected from everyone.

Genuine engagement in the class by each student will result in deeper understandings and personal growth. The course emphasizes process and content mastery. Consistent attendance is essential for success in the class. By ensuring consistency, the student will capture “the process” of the course, which is the most critical element in the educational pedagogy specifically designed for this class.

This Course is paced so that the diligent student can progress through the semester completing each week’s assignment on time. The course/workload on the student is taken into consideration. Students are encouraged to do their work timely so that the load does not accumulates and can become a burden. The course is designed so that the student can accomplish all requirements and learn and have a good experience and enjoy the class.

Please communicate with the Instructor any issue or circumstance related to your health, work or family that may impact or hinder your performance.

Instructor’s Commitment:

- To present a well-designed and effectively executed course that brings positive value to each student’s life.
- To be an attentive listener open to each student’s voice and to encourage participation
- To recognize, and value each student’s input
- To treat each student with the highest respect he/she deserves and to expect the same in return
- To be receptive to each student’s needs, circumstances and challenges
- To encourage excellent performance and completion of assignments
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- To ensure that the experience of the class is both meaningful and useful for each student.
- To be well prepared for each class

Cheating/Plagiarism: Cheating is unethical and not acceptable. Plagiarism is using information or original wording in a paper without giving credit to the source of that information or wording: it is also not acceptable. Do not submit work under your name that you did not do yourself. You may not submit work for this class that you did for another class. If you are found to be cheating or plagiarizing, you will be subject to disciplinary action, per UTEP catalog policy. Refer to http://www.utep.edu/dos/acadintg.htm for further information.

Disabilities: I will make any reasonable accommodations for students with limitations due to disabilities, including learning disabilities. Please see me personally before or after class in the first two weeks or make an appointment, to discuss any special needs you might have. If you have a documented disability and require specific accommodations, you will need to contact The Center for Accommodations and Support Services (CASS) in the East Union Bldg., Room 106 within the first two weeks of classes. The Center for Accommodations and Support Services (CASS) Office can also be reached in the following ways:
Web:  http://sa.utep.edu/cass
Phone: (915) 747-5148 voice or TTY
Fax: (915) 747-8712
E-Mail: cass@utep.edu

Usage of Artificial Intelligence:

Since writing, analytical, and critical thinking skills are part of the learning outcomes of this course, all work submitted in this course must be your own and completed in accordance with the UTEP Handbook of Operating Procedures Chapter 1 Section 1.2.3. AI generated submissions that use ChatGPT, Grammarly, Chegg or other AI composition software is prohibited, will be treated as cheating, and reported to the Dean of Students.

Special Note: Please communicate with the instructor any issue that may arise that inhibits or interferes with your performance in class. The instructor is particularly sensitive to personal matters and health issues that may arise and will make appropriate adjustments as needed. Conditions that facilitate the student’s best performance is of importance.
Required Reading and viewing

1. **Articles:** available on Blackboard
   d. *Survey of TEXAS HISPANIC-OWNED BUSINESSES with PAID EMPLOYEES*, Bureau of Business Research, UT Texas at Austin, 2012

2. **Books**
   A. *The E-Myth Revisited, Why Most Small Businesses Don’t Work and What to do About It*  

   B. *Hunting in a Farmer's World, Celebrating the Mind of the Entrepreneur*  


   D. **Optional Reading:** *Know Your Next Move: A Parable on the 7 Core Disciplines of Business.*  
      Ruben A. Estrada; Estrada Family Trust, 2013

3. **Hispanic Biz-Success Stories:** Available on YouTube  
   https://www.youtube.com/watch?v=kqr3e9pW8Aw&list=PLcEQRC9aovLRuJF1qVypTLZ16HMImsyN

   H. Homero Galicia is the host of the Hispanic Biz Program produced by EPCC TV. Successful Hispanic Business Owners are interviewed for one hour. They share their background, how and why they started their business and challenges they have faced and how they have overcome the challenges. Eighty-seven interviews have been conducted to date. Most are available on YouTube.

**GRADUATE CREDIT FOR THIS COURSE:** In order to obtain graduate credit for this course, you must satisfactorily complete a graduate level project with a topic and parameters approved beforehand.
Brief Outline of Writing Assignment with questions to consider and grade factors.

1. **Five articles of Hispanic economic conditions and business reports**
   - Students will prepare a one-page summary of each of the five articles.  
     \[
     10 \% \text{ of grade}
     \]

2. **A Critical Analysis of each reading**  
   - 5 pages each  
     \[
     15 \% \text{ of grade each paper}
     \]
   
   **A.** *The E-Myth Revisited*  
   Michael E Gerber
   
   **B.** *Hunting in a Farmer’s World*  
   John F. Dini
   
   **C.** *The Cash Flow Quadrant*  
   Robert T. Kiyosaki

   The content of each paper should include the following elements:
   - Identify the key concepts of the reading
   - Relate which Key Concepts are most helpful to your understanding of the material.
   - Show how does this reading provides a deeper understanding of the entrepreneur.
   - Share the value this reading adds to you personally.
   - Discuss how this reading has importance for the Hispanic Entrepreneur.
   - Explain what you find most interesting and useful in this reading and why.
   - Relate the meaningful concepts with your experience where applicable.
   - This is a subjective analysis of the concepts that are significant to the reader and why

3. **Hispanic Entrepreneurs Stories – Hispanic Biz video – 10 interviews**  
   - A one-and-a-half page summary per interview for 10 interviews selected is required.
   
   View the video interviews on Hispanic Biz – Success Stories, EPCC TV
   Or on YouTube web link provided on Blackboard.

4. **Final Paper**  
   - 8-pages - Critical Analysis of the Course

   A Critical Review of the course focusing on the relationship between the assigned readings, class presentations, video interview and class discussions
   - Make a critical statement of the significance of the readings that contributed most to your greater understanding of the Entrepreneur.
   - Outline the major concepts articulated in the course that have provided a deeper understanding of the Entrepreneur.
   - What have you learned that is important for the Hispanic Entrepreneur and for you?
   - Please describe any paradigm shift you experienced as a result of this course.
   - Review the impact and the value of the Hispanic Biz-Success Stories in understanding the Hispanic Entrepreneur and What value do these stories for you?
   - What are the patterns you observed across the Hispanic Biz interviews?
5. **Consistent Attendance and Class participation is expected.**  

   5% of grade  
   
   NOTE: The Instructor will discuss each of the writing assignments in class before due dates.

   **Paper Format:** MLA format: Double Spaced; 11 - 12 point font: Title, Name and Date at top of first page. Paper can begin on first page. Please insert page numbers. Clearly delineate paragraphs. Please proof-read paper before submitting final version.

6. **Class Attendance and Participation is Expected**  

   This course is designed as a process. The process is captured over the entire course. Students gain the most benefit by fully participating in each class session and by consistent attendance. You must attend the on-line class sessions.

7. The on-line Blackboard Zoom classes will be recorded on posted on Blackboard for review. They will be available after each class. This is also so that if a student has to miss a class, the recorded class will provide the student the opportunity to view the class session so as not to miss the important discussions.

**Grade Scale:**  
A (100 – 93), B (92 – 85), C (84 – 75), D (74 -65)

**Instructor’s Policies**

- Participation in all class on-line activities is expected. Roll will be taken at every class meeting.

- Students who do not attend class sessions for four (4) consecutive unexcused absences may be considered to be dropped from the course by instructor if there has not been any communication between the student and the instructor before the Drop Course Deadline.

- Students are highly encouraged to fully participate in the class in order to capture the “Process” of the class. Each Student will be called on to share their interpretation of the readings. Students are expected to be prepared for each class session.

- All papers are due on date provided on Class calendar. Late papers may be assessed a penalty.

- Students are asked to use the utmost courtesy toward other students in all on-line discussions and comments. Derogatory language toward another student will be immediately addressed by the instructor. Professional decorum and high ethics are expected. Please show respect to the instructor and to other students on all class activities.

- Each student is encouraged to schedule a private Office Hours visit with the instructor on-Line. early in the course.

- NOTE: If any student becomes ill during the course, please inform the instructor so that all necessary accommodations may be made.