



CRN: 14468
MGMT3306 Entrepreneurship
Fall 2014

TIME:	Mondays and Wednesdays from 10:30 a. m. to 11:50 a. m.
ROOM:	COBA 331
INSTRUCTOR:	Santiago Ibarreche, Ph. D.
OFFICE:	COBA 248
OFFICE PHONE	915-747-7756
OFFICE HOURS:	M & W 9:00 to 10:25 a. m. and 12:00 noon to 12:30 p. m. or by Appointment
INTERFACE	Blackboard
PERIOD:	August 25, 2014 to December 04, 2014, Exam: December 12, 2014

Description

Entrepreneurship is designed to provide an understanding of the entrepreneur and the entrepreneurial process. Emphasis is on new venture planning and establishment of new firms as opposed to dealing with problems of an established business. The distinctive focus is enterprise creation.

Prerequisites

Prerequisites are specified in the catalog; this course is a required course for the Entrepreneurship concentration. Majors from any discipline are welcome to enroll.

Objectives

Students may register for this course for a variety of reasons. Some may anticipate achieving their career objectives through the ownership of a business or not-for-profit organization. Ventures may be acquired by starting from scratch, purchasing, inheriting, or franchising. Some students may expect to join a family-owned enterprise following graduation. Others may plan careers that will have independent businesses as clients or customers, for example in banking, accounting, commercial design, etc.

Specific objectives for the class include learning how to:

1. Recognize venture opportunities;
2. Finance the start-up process;
3. Put together a venture team;

4. Grow a fledgling enterprise; and
5. Exit the venture.

Particular attention will be given to the practice of entrepreneurship in our border region and to identifying international entrepreneurship opportunities.

Each student's understanding of the course and ability to meet these objectives will be measured by in-class discussions, presentations and exercises. The student's learning will also be assessed by the quality of the team project and by the individual student's contributions measured by peer evaluations.

Text

The text that will be used for this course is the following:

“Entrepreneurship” 3rd. Edition
By William D. Bygrave and Andrew Zacharakis
John Wiley & Sons, ©2014

ISBN 978-1-118-58289-3

This book is available at UTEP bookstore and in different outlets in the Internet; there are electronic version and book renting options available.

Chapter Summaries

You will submit summaries of the chapters, not to exceed two pages per chapter. Only electronic submissions are accepted and should be mailed to sibarr@utep.edu and the subject should read MGMT3306 homework.

To be sure that the file is correctly identified please named it as follows:

CH##Last-Name.First-Initial (For example if I was to submit the review for chapter one, the file name would be CH01Ibarreche.S.docx

For every chapter summary after the first two, you will be graded on how you relate the material in the chapter to other elements of the course (team projects, videos, guest speakers, etc.).

Class Participation

Effective entrepreneurs and managers are characterized by their skills in communication. They do not advance in their careers by passively waiting to be called upon. Classroom exchanges are useful tools for assessing the knowledge students bring to the class from preparing ahead of time and for determining what they are learning about the subject.

Attendance is valued in the entrepreneurship class, just as it is in the workplace. Being absent or late to class sends as negative a message to the instructor as it does to an employer, your

customer, or your banker. You cannot make contributions to class discussions when you are not present.

The instructor reserves the right to raise or lower a student's grade one letter based on the quality and quantity of the student's participation in class. If you miss three classes without reasonable absence motive, you will be dropped from the course.

Team Project

Entrepreneurship at UTEP is an action-learning course. Students will work in teams on a project related to starting and growing new ventures. Upon entering the course, students may have venture ideas that they wish to develop and may organize selected classmates to assist in preparing business plans in accordance with the guidelines provided in the textbook. Alternatively, there are several products, services and technologies under development at UTEP that may have the potential as commercial ventures. Student teams may assess the feasibility of university intellectual property and prepare plans to take them to market. A third alternative would be to work with economic development organizations in the El Paso region that are engaging in entrepreneurial projects or directly with entrepreneurs in the community who are seeking to obtain financing to launch their own companies. Additionally, the instructor is open to other proposals for team projects.

Few ventures with wealth creating potential are started and managed by entrepreneurs acting alone. Even sole entrepreneurs typically rely on family members, professional advisors, alliances with customers or suppliers, or others. It would be highly unusual for members of a venture team to cooperate and agree on every aspect of starting and operating a business. Similarly, it is reasonable to expect disagreement among team members on the business plan project. Just as with running your own firm, you are required to find solutions to disagreements and conflicts. Teams will consist of 4 to 6 members and will be formed on the fourth week of class. It is highly recommended to find as much diversity as possible within the membership of the team. During the oral presentation, each member should participate and the group grade will be based on the quality of the presentation and the coordination of the team. There will be peer evaluations at the end of the semester. The instructor reserves the right to increase or lower grades by a letter based on peer evaluations.

Grading Criteria

Element	Assigned Percentage	
Textbook summaries	15%	
Team project	Written	40%
	Oral	20%
Peer Evaluation	10%	
Class Participation	15%	
TOTAL	100%	

All written submissions will be typed with minimal errors in grammar and spelling. Papers deemed unsatisfactory will be returned to students as unacceptable.

Please refer to <http://studentaffairs.utep.edu/> for university policies, including privacy, grievance procedures, academic integrity, student discipline, sexual harassment, and others.

This is a plan and as such is subject to changes. Please consult Blackboard frequently to see if there are announcements or changes

Calendar

Date	Topic	Assignments
08/25/14	Introduction to the course and processes	No Assignment
08/27/14	The Power of Entrepreneurship	Chapter 1
09/01/14	Labor Day – No Class	
09/03/14	The Power of Entrepreneurship	Chapter 1
09/08/14	The Entrepreneurial Process	Chapter 2
09/10/14		
09/15/14	Opportunity Recognition	Chapter 3
09/17/14		
09/22/14	Understanding Business Models	Chapter 4
09/24/14	Strategy Development	Team Formation
09/29/14	Entrepreneurial Marketing	Chapter 5
10/01/14		
10/06/14	Founding Team	Chapter 6
10/08/14		
10/13/14	Business Planning Process	Chapter 7
10/15/14		
10/20/14	Pro-Forma Financial Statements	Chapter 8
10/22/14		
10/27/14	Financing Ventures Worldwide	Chapter 9
10/29/14		
11/03/14	Raising Money for starting and growing businesses -	Chapter 10
11/05/14	Debt and other financing	Chapter 11
11/10/14	Legal and Tax Issues	Chapter 12
11/12/14	Intellectual property	
11/17/14	Entrepreneurial Growth	Chapter 13
11/19/14	Social Entrepreneurship	Chapter 14
11/24/14	Project Review	
11/26/14	Thanksgiving – No class	
12/01/14	Presentation of Projects	
12/03/14	Presentation of Projects	
12/12/14	Final Scheduled; Written Projects due	