



**The University of Texas at El Paso
College of Business Administration
Syllabus**

**MGMT 3306 Entrepreneurship (CRNs 13716 and 16447)
Fall 2016**

Instructor: Dr. Santiago Ibarreche

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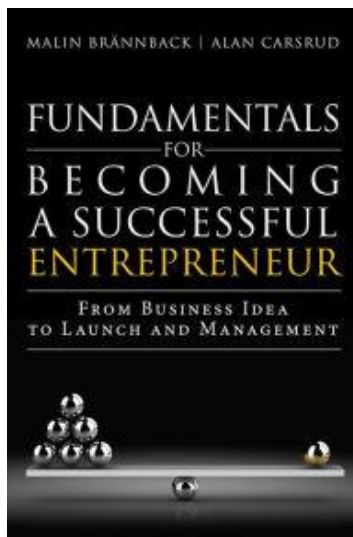
Office Hours: Monday and Wednesday from 9:00 a. m. to 11:00 a. m. and Tuesday from 11:00 a. m. to 1:00 p. m. or by Appointment

Objective of this course:

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.

Book and Materials:

The following text will be used for this course:



Fundamentals

for

Becoming

A Successful Entrepreneur –

From Business Idea to Launch and Management

By

Malin Brännback and Alan Carsrud (BC)

ISBN-13:9780133966817 (Hardcopy)

ISBN-13:9780133966947 (e-book)

Publisher: Pearson FT Press 2015

Expectations:

This is a university class therefore I expect students to be professionals and have the appropriate behavior during class. I also expect students to have done the assignments before coming to class.

This implies that the use of electronics in this class will be limited to note-taking and/or those processes indicated by the instructor during the class; personal calls and texting is strictly forbidden, if a student violates this rule the device used will be taken from the student and not returned until the end of the class.

Process:

There will be a total of twenty eight sessions which activities are detailed in the course content section of this syllabus. These meetings will take place twice a week on Monday and Wednesday in Room COBA 331 (section 13716 from 12:00 noon to 1:20 p. m. and section 16447 from 1:30 to 2:50 p. m.). There will be a section in the class page in BlackBoard to communicate announcements and changes, if any, to the schedule. **Read these announcements every class to follow the pace of the course.** Other materials will be available in my faculty page <http://faculty.utep.edu/ibarreche> .

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.

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 5 to 7 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.

Evaluation:

This course will be evaluated on a 100 point scale. The final letter grade for the course will be determined as follows: 90 points to 100 points corresponds to an "A"; 80 points to 89.99 points corresponds to a "B"; 70 points to 79.99 points corresponds to a "C"; and less than 70 points corresponds to a grade of "F."

Following is a table with points assigned to each activity:

Element	Assigned Percentage	
Individual Assignments	30%	
Team project	Written	25%
	Oral	20%
Peer Evaluation	10%	
Class Participation (May include Quizzes)	15%	
TOTAL	100%	

* Each group member will assign a grade for participation in the team project to the other members of the team. The instructor reserves the right to modify the final grade by one letter grade based on this evaluation.

Academic Dishonesty

The following are the standards for Academic Dishonesty at UTEP:

Any student who commits an act of scholastic dishonesty is subject to discipline. Scholastic dishonesty includes, but is not limited to cheating, plagiarism, collusion, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give unfair advantage to a student or the attempt to commit such acts. Proven violations of the detailed regulations, as printed in the Handbook of Operating Procedures (HOP) and available in the Office of the Dean of Students and on the home page of The Dean of Students at [Student Affairs](#), may result in sanctions ranging from disciplinary probation, to failing grades on the work in question, to failing grades in the course, to suspension or dismissal among others.

Students with Disabilities

As per Section 504 of the Vocational Rehabilitation Act of 1973 and the Americans with Disabilities Act (ADA) of 1990, if a student needs an accommodation then the Office of Disabled Student Services located at UTEP need to be contacted. If you have a condition, which may affect your ability to perform successfully in this course, you are encouraged to discuss this in confidence with the instructor and/or the director of the Disabled Student Services. You may call 915-747-5148 for general information about the American with Disabilities Act (ADA) and the rights that you have as a UTEP student with a disability.

Campus Carry: Persons who hold a Concealed Handgun License can lawfully carry their gun into a UTEP classroom as long as it remains concealed. Open carry remains prohibited on campus. Should you feel someone is intentionally displaying a gun (or any other weapon for that matter), do not hesitate to call Campus Police (X 5611) or 9-1-1. For more information on campus carry, see <http://sa.utep.edu/campuscarry/>; for more information on overall campus safety, see <http://admin.utep.edu/emergency>.

Guidelines and Recommendations:

1. Be prepared for class discussion. Participate actively in the class and bring your own experiences.
2. If for any reason you will not be able to attend class, inform the instructor.
3. Teams will be formed in session seven. Try to find team members with different backgrounds than yours using the rules mentioned in the process section of this syllabus.
4. All assignments should be sent via e-mail to the instructor to sibarr@utep.edu with the following format:
 - a. In the Subject line of the Mail put MGMT3306 (no spaces or quotation marks please!)
 - b. Include assignments as attachments using the following nomenclature for the file name:
 - i. For assignments name the file starting with A## where ## is the session number (always use two digits) then your Last Name, then a period, and then your First Initial. For example if I was the one sending the attachment for Assignment 01 the file name would be A01Ibarreche.S.docx. You can use word or pdf formats.
 - ii. In the final report use the same system but start with the letters TM and the team number. You will have to name among the members of each team a person responsible for doing this. Assuming I was a member of

team 1 the attachment name would be TM01Ibarreche.S.docx; select one member of the team to be the person responsible for sending the report.

- c. If you want to send other communications or comments start the subject line with MGMT3306 and then put your subject.
- 5. The subject of the projects that can be used in this class are varied and you are encourage to find issues at your workplace or general activities that could be improved with entrepreneurship tools and use them as the basis for developing the projects. Be sure to have a release form (ask the instructor) if you are using private information.
- 6. Have fun and Learn!

Content and Activities:

Session and Dates	Topic	Assignments
Session 1 8/22	Introduction to Entrepreneurship – Overview of the syllabus and the main concepts of the course	No Assignment
Session 2 8/24	Introduction to Entrepreneurship	Reading of Introduction
Sessions 3 and 4 8/29-8/31	What is that we call Entrepreneurship	Chapter 1 (BC)
9/5	Labor Day (No Class)	
Session 5 9/7	Stories of Entrepreneurs: <i>Assignment 01: Select from the list of names in Exercise 1.22.1 select 3 people and answer the questions posted in the book about each of them</i>	A01 (Due day before class at midnight)
Session 6 9/12	What is being successful	Chapter 2 (BC)
Session 7 9/14	What is being successful <i>Assignment 02: Exercise 2.16 (BC) (all)</i>	Team Formation A02 (Due the day before class at midnight)
Session 8 Session 9 9/19 – 9/21	Getting a Good Idea and Making it Work	Chapter 3 (BC)

Session 10 9/26	Can you describe the concept? <i>Assignment 03: Exercise 3.12 (BC)</i>	A03 (Due the day before class at midnight)
Session 11 Session 12 9/28 – 10/3	The Basic about Marketing	Chapter 4 (BC)
Session 13 Session 14 10/5 – 10/10	Product and Service Development <i>Assignment 04: Read section 5.8 and the case presented; answer the question: “what would you have done differently and why? If there are not changes why do you think that her actions were appropriate?”</i>	Chapter 5 (BC) Assignment 04 (Due the day before Session 14 at Midnight)
Session 15 Session 16 10/12 – 10/17	Presentation on Business Models (Information will be posted on BlackBoard and my page) Including Business Model Canvas examples.	BlackBoard
Session 17 10/19	Presentation on Intellectual Property (Date to be announced) by UTEP <i>Assignment 05: Make summary of presentation</i>	A05 (Due at midnight of the day before Session 18)
Session 18 10/24	Finding Team Members and Building an entrepreneurial Organization	Chapter 6 (BC)
Session 19 Session 20 10/26 – 10/31	Entrepreneurial Finance	Chapter 7 (BC)
Session 21 Session 22 11/2 – 11/7	Growth or no Growth: The Managerial Challenge	Chapter 8 (BC)
Session 23 Session 24 11/9 – 11/14	Planning	Chapter 9 (BC)
Session 25 11/16	The traditional Business Plan (Information will be posted on BlackBoard and my page)	BlackBoard and my page
Session 26 11/21	Review of project status	
11/23	Thanksgiving Holiday	

Session 27 11/28	Presentation of Projects	
Session 28 11/30	Presentation of Projects	
Report due day of Final	Final Scheduled; Written Projects due at Midnight	

This is a plan, as in any plan there may be changes. Please be sure to check for announcements in the Blackboard section of this course.