



**The University of Texas at El Paso
College of Business Administration
Syllabus
MGMT 3306 Entrepreneurship (CRN 12927 and 14932)
FALL 2019**

Instructor: Dr. Santiago Ibarreche

Office: Room COBA 248

Ph. 747-7756

E-mail: sibarr@utep.edu

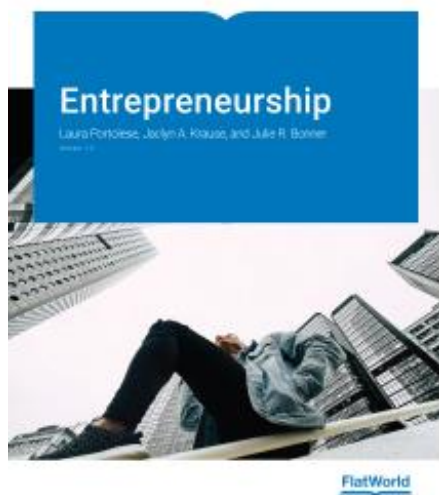
Office Hours: Monday and Wednesday from 10:30 a. m. to 12:00 p. m. and from 3:00 p. m. to 4:00 p. m. through the semester and Tuesdays 4:00 p. m. to 5:25 p. m. at GBC from September 3 to October 6, 2019; or by Appointment.

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:



Entrepreneurship, v. 1.0

By:

Laura Portolese, Jaclyn A. Krause, and Julie R. Bonner

Published: February 2019 by FlatWorld

ISBN: 978-1-4533-8999-7

Student Link:

<https://students.flatworldknowledge.com/course/2589675>

There are several options on this link, select the one that best fits your needs

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 twenty sessions which activities are detailed in the course content section of this syllabus. These meetings will take place Mondays and Wednesdays from 12:00 noon to 1:20 p. m. for CRN 12927 and from 1:30 p. m. to 2:50 p. m. for CRN 14932 in Room COBA 331. 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 or business models in accordance with materials learned in the course. A second format 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 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; they will be formed on session 6. It is highly recommended to find as much diversity as possible within the membership of the team. During the oral presentation, one two or all members of the team may present; however, after the presentation all members will be present for questions related to the project. Each member of each team will

evaluate all other members in a scale from A to F and communicate these grades to the instructor through an e-mail (send to sibarr@utep.edu with subject MGMT3306) at the end of the class (before the date when the written reports are due). 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	35%	
Team project	Written	20%
	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 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, 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.

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 via e-mail, include in the subject line the words MGMT3306.
3. Teams will be formed in session six (September 16, 2019). 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 posted at Blackboard in the class page and they are due *the day before class at midnight*.

Use the following format for your assignment submissions:

- i. For assignments name the file starting with S## where ## is the session number (always use two digits) then your Last Name, then a period, and then your First Name. For example, if I were the one sending the attachment for Session 02 the file name would be S02Ibarreche.Santiago.docx. You can use word or pdf formats.
- ii. In the final report, use the following format. Select one member of the team to be in charge of submitting the final report; let me know beforehand who that person is. Once the report is finished, type it and use TM##Name of venture.docx where ## is the team number. For example if the company that my team is creating is called New Hula-hoops, and my team number is number 3, the file nomenclature would be TM03New-Hula-hoops.docx.
- iii. The submission of peer evaluations will be sending a direct mail to the instructor (sibarr@utep.edu) with the subject line saying MGMT3306 Team ##

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
1 & 2- 08/26/19 08/28/19	Introduction to Entrepreneurship – Overview of the syllabus and the main concepts of the course	No Assignment
09/02/19	Labor Day (No Class)	
3 & 4 09/04/19 & 09/09/19	Introduction to Entrepreneurship Stories of Entrepreneurs: Assignment Session 04: Select from the list of names posted in Blackboard select 3 people and answer the questions posted about each of them.	Chapter 1 S04 (Due day before class at midnight)
5 & 6 09/11/19 & 09/16/19	Understanding the Basics of Business	Chapter 2 Session 06 Group formation
7 & 8 09/18/19 & 09/23/19	Determining good ideas and opportunities	Chapter 3
9 & 10 09/25/19 & 09/30/19	Writing a Marketing Plan	Chapter 4
11 & 12 10/02/19 10/07/19	Financial Analysis and Financial Controls Assignment Session 12, Read the article at the following link (https://www.entrepreneur.com/article/227689) and write a one page essay of lessons learned.	Chapter 5 S12 (Due day before class at midnight)
13 & 14 10/09/19 10/14/19	Operational Plan	Chapter 6

15 & 16 10/16/19 10/21/19	Management Plan	Chapter 7
17 & 18 10/23/19 10/28/19	Business Plan and Business Model Canvas (BMC) Information and presentation for BMC will be posted in BlackBoard and my page.	Chapter 8 BlackBoard
19 & 20 10/30/19 11/04/19	Managing Change Perform a PESTEL analysis of an INC 5000 first 100 entries. https://www.inc.com/inc5000/list/2018	Chapter 9 S20 (Due day before class at midnight)
21 & 22 11/06/19 11/11/19	Handling Human Resources	Chapter 10
23, 24 11/13/19 11/18/19	Growing the Business	Chapter 11
25 11/20/19	Thanksgiving Holyday (No Class)	
26 & 27 11/25/19 11/27/19	Planning the future & General Review of Projects	Chapter 12
28 12/02/19	Presentation of Projects	
29 12/04/19	Presentation of Projects	
Report due day of Final	Friday December 13 th , 2019 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.