



**The University of Texas at El Paso
College of Business Administration
Syllabus
MGMT 3306 Entrepreneurship (CRN 32091)
Summer 2018**

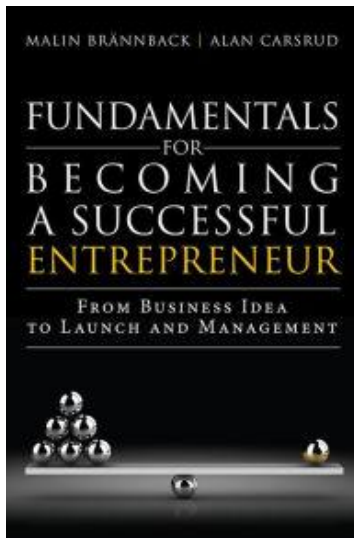
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Office Hours: by Appointment

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 twenty sessions which activities are detailed in the course content section of this syllabus. These meetings will take place daily from 9:30 a.m. to 11:30 a. m. in Room COBA 329 except on July 4, 2018. 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. Alternatively, student teams may assess the feasibility of university intellectual property and prepare plans to take them to market. A third 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 plan project. Just as with running your own firm, you are required to find solutions to disagreements and conflicts. Teams will consists 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 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.

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.
3. Teams will be formed in session six. 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 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.Santiago.docx; select one member of the team to be the person responsible for sending the report.

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 6/11	Introduction to Entrepreneurship – Overview of the syllabus and the main concepts of the course	No Assignment
Session 2 6/12	Introduction to Entrepreneurship	Reading of Introduction
Sessions 3 6/13	What is that we call Entrepreneurship	Chapter 1 (BC)
Session 4 6/14	Stories of Entrepreneurs: Assignment Session 04: 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	S04 (Due day before class at midnight)
Session 5 6/15	What is being successful	Chapter 2 (BC)
Session 6 6/18	What is being successful Assignment Session 06: Exercise 2.16 (BC) (all)	Team Formation S06 (Due the day before class at midnight)
Session 7 6/19	Getting a Good Idea and Making it Work	Chapter 3 (BC)
Session 8 6/20	Can you describe the concept? Assignment Session 08: Exercise 3.12 (BC)	S08 (Due the day before class at midnight)
Session 9 6/21	The Basic about Marketing	Chapter 4 (BC)
Session 10 6/22	Product and Service Development	Chapter 5 (BC)
Session 11 6/25	Presentation on Business Models (Information will be posted on BlackBoard and my page)	BlackBoard
Session 12 6/26	Finding Team Members and Building an entrepreneurial Organization	Chapter 6 (BC)

Session 13 6/27	Presentation on Intellectual Property (Date to be announced) by UTEP Assignment 04: Make summary of presentation	A04 (Due at midnight of the day before Session 18)
Session 14 6/28	Entrepreneurial Finance	Chapter 7 (BC)
Session 15 6/29	Growth or no Growth: The Managerial Challenge	Chapter 8 (BC)
Session 16 7/2	Planning	Chapter 9 (BC)
Session 17 7/3	The traditional Business Plan (Information will be posted on BlackBoard and my page)	BlackBoard and my page
Session 18 7/5	Presentation of Projects	
Session 19 7/6	Presentation of Projects	
Session 20 7/9	Final Project due on day before final exam 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.