



MGMT 3306 Entrepreneurship Summer I 2021 Syllabus

Who is responsible for the design & delivery of this course?

Instructor

Bill Conwell

CRN

31662

Office:

CoBA Room 258

Class Location:

Virtual

Office Hours:

Virtual via Blackboard Collaborate (You can find the link to this tool on the left-hand navigation menu in Blackboard)

M & F from 2:00 pm to 3:00 pm

Class Days:

MTWRF

Class Hours:

9:20 am to 11:30 am, synchronous via Zoom

E-Mail:

wjconwell@utep.edu

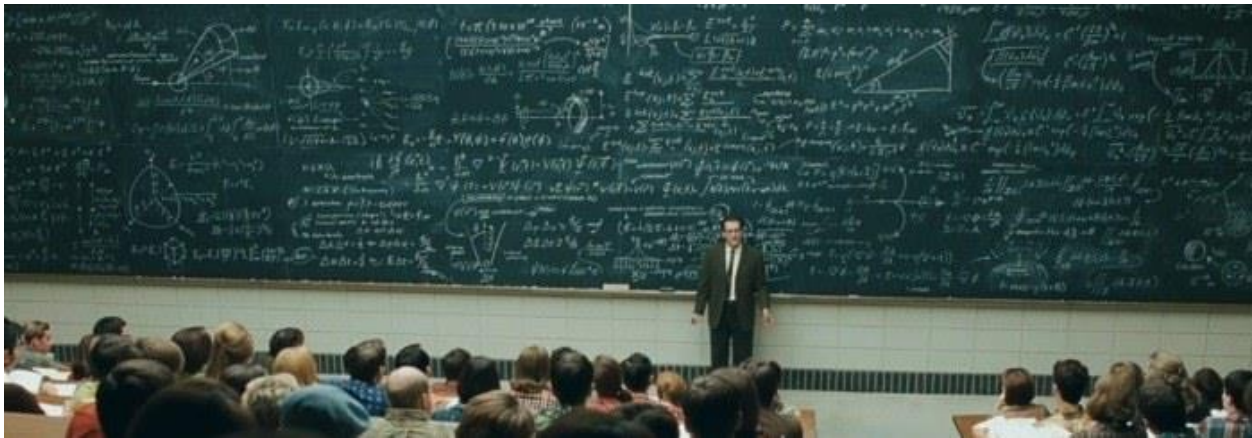
Phone:

915 342 4131 (If it kicks you to voicemail, please leave a message-otherwise I will think it is a spam call)

Semester:

Summer I, 2021

What course is this again?



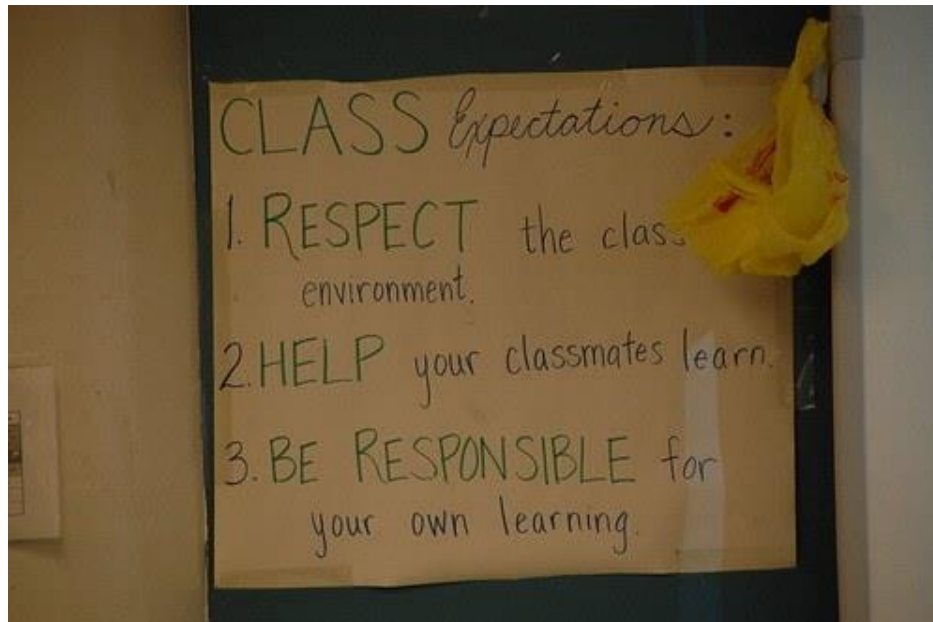
Catalog:

MGMT 3306: Entrepreneurship

Course Description:

Here is what the catalog says: Entrepreneurship (3-0) 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.

Course Expectations



I have four values that I hope will make clear the culture and expectations of this class and this course.

- Enlightenment
- Engagement
- Enjoyment
- Excellence

What am I going to learn?



Let me start out by saying that my assumption is that you are taking this class because you truly want to learn what it takes to start an entrepreneurial enterprise. You are not taking this class to learn business basics - you can get that in all of your core BBA classes. You are in this class because you **want to be** in

this class and you **want it to add value** to your business skills and knowledge. Whether you ever start that entrepreneurial enterprise or not.

I find the front end material of this course, identifying an entrepreneurial concept, evaluating that concept, and developing a business model upon which to build the enterprise to support that concept, very interesting and challenging. It will take some creativity on all our parts but we will all learn from the experience and from each other. By the end of this course, you should be able to identify, evaluate, and formulate an entrepreneurial enterprise which you could present to potential stakeholders. Not saying you'll be ready to go on Shark Tank, but you'll be off to a good start. And yes, we will also cover some of the business basics to manage and grow an entrepreneurial enterprise as well.

What textbook will be required?

Entrepreneurship - Successfully Launching New Ventures

Author: Bruce R. Barringer and R. Duane Ireland

Edition: 6th

ISBN 10: 0-13-472953-6

ISBN 13: 978-0-13-472953-4

[Link to purchase electronic format](#)

NOTE: You **will not** need to purchase any My Lab material for this course.

Also available through UTEP Bookstore (at a higher price).

How will the course be delivered?



This course will be accomplished in an online synchronous format.

- Synchronous online class session communication between instructor –student and student – instructor will be via Zoom. I will also have virtual office hours via Blackboard Collaborate. Recommended browsers are Google Chrome or Firefox. Any technology related issues or problems should be handled through Student Technology Services at: https://www.utep.edu/technologysupport/ServiceCatalog/Student_Services.html

How will we communicate?



Because this is an online class, we won't see each other in the ways you may be accustomed to: during class time, small group meetings, and office hours. However, there are a number of ways we can keep the communication channels open:

- **Office Hours:** We will not be able to meet on campus, but I will still have office hours for your questions and comments about the course. My office hours will be held on Blackboard Collaborate during the following times: Mondays and Fridays, 2-3 pm, Mountain Time
- **Blackboard Email:** (Messages icon, upper RH corner of home page) is preferred for content related to this course. Alternate is my UTEP e-mail. I will make every attempt to respond to your e-mail within 24-48 hours of receipt. When e-mailing me, be sure to email from Blackboard or your UTEP student account. And please put the course number in the subject line. In the body of your e-mail, clearly state your question. At the end of your message, be sure to put your first and last name, and your university identification number.
- **Discussion Board:** If you have a question, especially one that you believe other students may also have, please post it in the discussion boards inside of Blackboard (Discussions icon, upper RH corner of home page). Please respond to other students' questions if you have a helpful response.
- **Announcements:** Check the Blackboard announcements (LH side of home page) frequently for any updates, deadlines, or other important messages.

Class & Course Related Recordings



The use of recordings will enable you to have access to class lectures, group discussions, and so on in the event you miss a synchronous class meeting due to illness or other extenuating circumstance. HOWEVER, it is expected that you will be present for virtual class sessions. No different than what would be expected under normal, pre-Covid, conditions.

I will record the class sessions. If you want, or need, to review a class session, you will need to request a link to the session from me. I do not plan to distribute them on a regular basis.

Our use of such technology is governed by the Federal Educational Rights and Privacy Act (FERPA) and UTEP's acceptable-use policy. A recording of class sessions will be kept and stored by UTEP, in accordance with FERPA and UTEP policies. Your instructor will not share the recordings of your class activities outside of course participants, which include your fellow students, teaching assistants, or graduate assistants, and any guest faculty or community-based learning partners with whom we may engage during a class session. You may not share recordings outside of this course. Doing so may result in disciplinary action.

TECHNOLOGY REQUIREMENTS



Course content is delivered via the Internet through the Blackboard learning management system (LMS). Ensure your UTEP e-mail account is working and that you have access to the Web and a stable web browser. Mozilla Firefox and Google Chrome are the most supported browsers for Blackboard; other browsers may cause complications with the LMS. When having technical difficulties, update your browser, clear your cache, or try switching to another browser.

You will need to have or have access to a computer/laptop, scanner, a webcam, and a microphone. You will need to download or update the following software: Microsoft Office, Adobe, Flashplayer, Windows Media Player, QuickTime, and Java. Check that your computer hardware and software are up-to-date and able to access all parts of the course.

If you encounter technical difficulties beyond your scope of troubleshooting, please contact the [Help Desk](#) as they are trained specifically in assisting with technological needs of students. Needs of instructors also.

How am I going to learn?



First of all, you are not going to learn if you do not participate. Class participation is not necessarily enhanced in the virtual mode, so you need to take the initiative and join in the conversation.

Come to class prepared. I do have a habit of cold calling - especially when no one seems to want to join in to class discussion.

My expectation is that you will have read the chapter material assigned for the class session *before* the class session. Class session will be utilized primarily to stress critical aspects of the chapter material, answer questions and clarify understanding in regard to the text material, and create value to the learning by various means and methods.

Many of the tools and methods discussed in the text will be familiar to business undergrads as they relate to various business courses you have taken, or will take soon. However, three specific aspects of this course that are critical to the entrepreneurial *process* that we will stress; identifying an entrepreneurial concept, evaluating that concept, and developing a business model upon which to build the enterprise to support that concept.

How we will approach the learning objectives are listed in the Bloom's Taxonomy Matrix below.

Bloom's Taxonomy Matrix


Learning Objective	Bloom's Cognitive Domain	Assessment Technique	Activities
Identifying & evaluating an entrepreneurial enterprise concept			<ul style="list-style-type: none"> Appreciation of the value of process Team development, of potential entrepreneurial enterprise ideas Individual assessment and sharing of team entrepreneurial ideas
Creating an entrepreneurial enterprise foundation	<ul style="list-style-type: none"> Remember Understand Apply Analyze Evaluate Create 	<ul style="list-style-type: none"> Class discussion Quizzes Team Exercises Individual assignments Student interaction through use of Blackboard discussion module Final exam 	<ul style="list-style-type: none"> Team development of entrepreneurial concept statement Individual assessment and sharing of team concept statements Team development of entrepreneurial business model Individual assessment and sharing of team business models Discussion and interaction with relevant outside entrepreneurial resource presenters
Building an entrepreneurial enterprise structure			
Growing an entrepreneurial enterprise creation			

How am I going to be graded?

	A	B	C	D	E	F
1	A+	4				
2	A	3.8				
3	A-	3.6				
4	B+	3.4				
5	B	3.2				
6	B-	3				
7	C+	2.8				

Grades GPA Sheet3

Ready



- 1. Quizzes** Quizzes via Blackboard will be utilized to measure and reinforce understanding of key learning objectives from each chapter. Yes, that's a total of 15 quizzes. Quiz scores will be discounted if submission is past deadline.
- 2. Team Projects** Small teams (4 - 5 students max) will work on three specific activities key to defining, evaluating, and explaining an entrepreneurial enterprise concept.

- **3. Individual Exercises** Students will complete three exercises requiring their analysis and evaluation of team project work
- **3. Exams** There will be a final exam

Summary of criterion-based (no curve) grading scheme: Total Points: 1,000

Quizzes (15 @ 20 points each) Points	300
Team Projects (3 @ 150 points each) Points	450
Individual Exercises (3 @ 50 points each) Points	150
Final Exam Points	100
Total Weight Points	1,000

Grading scale based on percentages of criterion-based (no curve) grading scheme:

- A 90-100%
- B 80-89%
- C 70-79%
- D 60-69%
- F 0-59%

Other Important Announcements



Disability accommodation. The University is committed to providing reasonable accommodations and auxiliary services to students, staff, faculty, job applicants, applicants for admissions, and other beneficiaries of University programs, services and activities with documented disabilities in order to provide them with equal opportunities to participate in programs, services, and activities in compliance with sections 503 and 504 of the Rehabilitation Act of 1973, as amended, and the Americans with Disabilities Act (ADA) of 1990 and the Americans with Disabilities Act Amendments Act (ADAAA) of 2008. Reasonable accommodations will be made unless it is determined that doing so would cause undue hardship on the University. Students requesting an accommodation based on a disability must register with the [UTEP Center for Accommodations and Support Services](#).

UTEP Policy on Academic Integrity:

Academic dishonesty is prohibited and is considered a violation of the UTEP Handbook of Operating Procedures. It includes, but is not limited to, cheating, plagiarism, and collusion. Cheating may involve copying from or providing information to another student, possessing unauthorized materials during a test, or falsifying research data on laboratory reports. Plagiarism occurs when someone intentionally or knowingly represents the words or ideas of another as one's own. Collusion involves collaborating with another person to commit any academically dishonest act. Any act of academic dishonesty attempted by a UTEP student is unacceptable and will not be tolerated. All suspected violations of academic integrity at The University of Texas at El Paso must be reported to the [Office of Student Conduct and Conflict Resolution \(OSCCR\)](#) for possible disciplinary action. To learn more, please visit [HOOP: Student Conduct and Discipline](#).

Copyright Compliance:

All materials used in this course are protected by copyright law. The course materials are only for the use of students currently enrolled in this course and only for the purpose of this course. They may not be further disseminated.

Professional Demeanor:

- This course will require online communication between students as well as between the students and faculty. The expectation is that all parties will interact in a professional manner. **Before your first class session, please read the “NETIQUETTE GUIDE FOR ONLINE COURSES”** at <https://www.utep.edu/extendeduniversity/cid/Files/docs/faculty-resources/student-orientation/NetiquetteGuideforOnlineCourses.pdf>. The expectation is that you will comply with the guidelines throughout the course –and, hopefully, beyond.

MGMT 3306 Summer I 2021 Course Schedule



Subject to change if/as required.

Session	Chapters Covered	Focus/Assignments/Activities
Learning Objective: Identifying & evaluating an entrepreneurial enterprise concept		
1 M-Jun 7	Introductions, Course Overview, Expectations Ch. 1 Introduction to Entrepreneurship	<ul style="list-style-type: none"> Read Ch. 1 before first class session Quiz on Chapter 1 Learning Objectives (20 points, due June 7 @ 11:59 pm) Read Ch. 2 before Session 2
2 T-Jun 8	Ch. 2 Recognizing Opportunities & Generating Ideas	<ul style="list-style-type: none"> Team assignments Generating the entrepreneurial idea/concept
3 W-Jun 9	Ch. 2 Recognizing Opportunities & Generating Ideas	<ul style="list-style-type: none"> Assignment: Team Project 1/3: Develop entrepreneurial concept. Team presentations (live w/PowerPoint due June 14 class session, 150 points) Studio G guest Quiz on Chapter 2 Learning Objectives (20 points, due June 9 @ 11:59 pm) Read Ch. 3 before Session 4
4 R-Jun 10	Ch. 3 Feasibility Analysis	<ul style="list-style-type: none"> Quiz on Chapter 3 Learning Objectives (20 points, due June 10 @ 11:59 pm) Read Ch. 4 before Session 5
5 F-Jun 11	Ch. 4 Developing an Effective Business Model	<ul style="list-style-type: none"> Quiz on Chapter 4 Learning Objectives (20 points, due June 11 @ 11:59 pm) Read Ch. 5 before Session 7
6 M-Jun 14	Team Entrepreneurial Concept Presentations	<ul style="list-style-type: none"> Team Project 1/3: Teams present their entrepreneurial concept to the class Team rep to send their PowerPoint to instructor before noon, June 14. Individual Exercise 1/3: Each student posts on Bb Discussion Board their choice of top entrepreneurial concept presented based on Opportunity, Gap, & Need Fulfillment (50 points, due June 18 @ 11:59 pm)
Learning Objective: Creating an entrepreneurial enterprise foundation		
7 T-Jun 15	Ch. 5 Industry & Competitor Analysis	<ul style="list-style-type: none"> Assignment: Team Project 2/3: Develop Concept Statement (reference pages 85 & 86, and Figure 3.2 in text) for their entrepreneurial concept. (150 points, due June 18 @ 11:59 pm) Quiz on Chapter 5 Learning Objectives (20 points, due June 15 @ 11:59 pm) Read Ch. 6 before Session 8
8 W-Jun 16	Ch. 6 Writing a Business Plan	<ul style="list-style-type: none"> SBDC guest (pending)

9 R-Jun 17	Ch. 6 Writing a Business Plan	<ul style="list-style-type: none"> Assignment: Team Project 3/3: Develop business model for their entrepreneurial concept utilizing either the Barringer/Ireland Business Model Template or the Osterwalder Business Model Canvas. (150 points, due June 24 @ 11:59 pm) Quiz on Chapter 6 Learning Objectives (20 points, due June 17 @ 11:59 pm) Read Ch. 7 before Session 10
10 F-Jun 18	Ch. 7 Preparing the Proper Ethical & Legal Foundation	<ul style="list-style-type: none"> Quiz on Chapter 7 Learning Objectives (20 points, due June 18 @ 11:59 pm) Read Ch. 8 before Session 11 Individual Exercise 1/3: due June 18 @ 11:59 pm Team Project 2/3: due June 18 @ 11:59 pm
Learning Objective: Building an entrepreneurial enterprise structure		
11 M-Jun 21	Ch. 8 Assessing a New Venture's Financial Strength & Viability	<ul style="list-style-type: none"> Quiz on Chapter 8 Learning Objectives (20 points, due June 21 @ 11:59 pm) Individual Exercise 2/3: Each individual student posts on Bb Discussion Board their choice of top Concept Statement submitted and the reason(s) supporting their choice. Utilize Parts 1 through 4 and Overall Potential from the Feasibility Analysis Template on pages 114 & 115 of text as criteria. (50 points, due June 23 @ 11:59 pm) Read Ch. 9 before Session 12
12 T-Jun 22	Ch. 9 Building a New-Venture Team	<ul style="list-style-type: none"> Quiz on Chapter 9 Learning Objectives (20 points, due June 22 @ 11:59 pm) Read Ch. 10 before Session 13
13 W-Jun 23	Ch. 10 Getting Financing or Funding	<ul style="list-style-type: none"> Fab Lab guest (pending) Quiz on Chapter 10 Learning Objectives (20 points, due June 23 @ 11:59 pm) Read Ch. 11 before Session 14 Individual Exercise 2/3: due June 23 @ 11:59 pm
14 R-Jun 24	Ch. 11 Unique Marketing Issues	<ul style="list-style-type: none"> Quiz on Chapter 11 Learning Objectives (20 points, due June 24 @ 11:59 pm) Read Ch. 12 before Session 15 Team Project 3/3: due June 24 @ 11:59 pm
15 F-Jun 25	Ch. 12 The Importance of Intellectual Property	<ul style="list-style-type: none"> Individual Exercise 3/3: Each individual student posts on Bb Discussion Board their choice of top Business Model submission based on how well it corresponds with the Key points description on page 157 of the text. (50 points, due June 29 @ 11:59 pm) Quiz on Chapter 12 Learning Objectives (20 points, due June 25 @ 11:59 pm) Read Ch. 13 before Session 16
Learning Objective: Growing an entrepreneurial enterprise creation		
16 M-Jun 28	Ch. 13 Preparing for & Evaluating the Challenges of Growth	<ul style="list-style-type: none"> Mitesh Vashee Quiz on Chapter 13 Learning Objectives (20 points, due June 28 @ 11:59 pm) Read Ch. 14 before Session 17
17 T-Jun 29	Ch. 14 Strategies for Firm Growth	<ul style="list-style-type: none"> Quiz on Chapter 14 Learning Objectives (20 points, due June 29 @ 11:59 pm) Read Ch. 15 before Session 18 Individual Exercise 3/3: due June 29 @ 11:59 pm
18 W-Jun 30	Ch. 15 Franchising	<ul style="list-style-type: none"> Quiz on Chapter 15 Learning Objectives (20 points, due June 30 @ 11:59 pm)
19 R-Jul 1		<ul style="list-style-type: none"> GTIF Capital guest Tanque de Tiburon
20 M-Jul 5		<ul style="list-style-type: none"> Summer I Final Exams (100 points)

