Dr. Joyce M. Beggs  
MGMT 3277 Entrepreneurship  
Section 001  
Spring 2012

**Required Text:** *Entrepreneurial Small Business*, 3rd edition by Jerome Katz and Richard Green, McGraw-Hill.

**Suggested Readings:** Wall Street Journal, Fortune, & other material presented in class or posted on Moodle.

**Office:** 210A Friday

**Office Hours:** TR 1:00-3:00 (Other times by appointment)

**Phone:** 704-687-7709 **Email:** jbeggs@uncc.edu

**MGMT 3277 Entrepreneurship**

**Course Description and Objectives:**

Review of the processes by which continuous and discontinuous innovations are developed into intellectual property and then utilized as the basis for intellectual property commercialization. Cognitive aspects of innovation and creativity are covered as well as issues with patents, copyrights, trademarks, and intellectual property protection. The course presents a commercialization model by which innovations are developed into commercial products.

**Objectives include:**

- Creative problem solving
- Analysis of a business opportunity
- The discovery of breakthrough innovations
- Planning a new business venture

**Prerequisites:** MGMT 3140 with a grade of “C” or better.

**Methodology:**

A combination of lectures, class discussions, readings, case reviews, exercises, video examples, skill modules, and outside speakers will be employed in this course.
Grading:

Class Participation 100
--Homework, case analysis, quizzes, assignments
Entrepreneur Interview Paper & Presentation 100
Exam 100
Exam 100
Team--Business plan 200
Team Presentation & Elevator Pitch 100
Total 700

700-630 = A  The instructor reserves the right to lower the scale.
629-560 = B
559-490 = C
489-420 = D
Below 420 = Nonpassing--

Late Policy:  30 points per day will be deducted from team work papers. Individual papers will not be accepted late unless prior arrangements have been made.

Text Material Exam:

Two examinations on this material will be given. Questions will consist of objective questions such as multiple choice and/or essay questions.

Attendance Policy & Class Participation: Students are expected to attend, to arrive on time, and to stay the entire class period. Punctual attendance at all class sessions is expected. Absence from class is a serious matter and should be discussed with your instructor since an attendance record will be kept throughout the semester. When missing class, students will be expected to obtain class notes or assignments from other students in class. There will be continuous involvement by the student in the preparation and discussion of cases and in-class exercises. Therefore, the students must be well-prepared for the discussion. There may also be unannounced quizzes, preparation of cases that may be presented orally, and written homework.

This course is designed for a discussion format. It is incumbent on each member of the class to be PREPARED to discuss both readings and case assignments at each class meeting. Due to the fact that participation in class discussion is a major component of the grade, each student must contribute significantly to in-class analysis of the cases and the chapters. Each student is expected to be an active participant and to make meaningful comments on the topics being discussed. Your grade on class participation is something to be earned via consistent, daily contribution to class discussions. You should, therefore, make a conscientious effort to attend class and to be sufficiently prepared to contribute to the discussions.

To receive full credit for this grade component, the student must attend class on a regular basis and actively interact with the instructor and other students during the class (by offering constructive comments and answering questions directly related to class activities). In other words, the class
participation grade will be allocated based on the students' minds being active and in attendance during class. NO POINTS will be allocated for mere physical appearance. For example, points will not be accumulated for sleeping or daydreaming. Understandably there are circumstances (job interviews or illness) that may cause you to miss class.

**Cell Phones and Laptops:** Please turn off cell phones before class begins. If you are expecting an important call, please advise the professor ahead of time. There should be no cell phone conversations no texting, no surfing, and no gaming. Cell phones are distracting to all those around you. Cell phones are to be placed out of sight such as in book bags or in purses. It is imperative that cell phones be turned off and be placed off the desks during exams.

Laptops may be used for class purposes only and for no other purposes such as on-line shopping, answering email, doing homework for other classes, or surfing the web. These activities are distracting to the professor and to other students. During class, please do use the computer for Facebook or for games. Laptops will not be used on exams.

**Entrepreneur Interview Paper & Presentation**

Students will individually interview an entrepreneur based on a structure provided in class. Students should start recruiting an entrepreneur for this project very early to avoid scheduling conflicts. Selected entrepreneur’s businesses should be in existence for at least two years and have employees. Try to choose an innovative company in which you are interested. A paper will be written on the interview. Detailed instructions will be provided. The second component of this assignment will be a three minute presentation in-class about your entrepreneur that includes the specific advice given for students interested in starting their own business.

**Team Paper – A Business Plan**

The students will prepare one team project and will present the results of the project. Students will prepare a complete business plan. Detailed instructions will be provided at a later date. Chapter 8 of the textbook explains the process of preparing a business plan and the contents of the plan, as well as including a sample plan in the appendix.

**Team Presentations**

The last part of the course will consist of team presentations of the team report. This will give the students an opportunity to demonstrate their performance as business consultants working on a new business venture.

**Makeup Exams:** If legitimate excuses are provided, essay exams will be used as make-ups.

**The UNCC Code of Student Academic Integrity:**

Students are reminded of the code of academic integrity stated in the college catalog and are expected to follow it. It reads as follows:
The UNC Charlotte Code of Student Academic Integrity governs the responsibility of students to maintain integrity in academic work, defines violations of the standards, describes procedures for handling alleged violations of the standards, describes procedures for handling alleged violations of the standards, and lists applicable penalties. The following conduct is prohibited in that Code as violating those standards:

A. Cheating. Intentionally using or attempting to use unauthorized materials, information, notes, study aids, or other devices in any academic exercise. This definition includes unauthorized communication of information during an academic exercise.

B. Fabrication and Falsification. Intentional and unauthorized alteration or invention of any information or citation in any academic exercise. Falsification is a matter of altering information, while fabrication is a matter of inventing or counterfeiting information for use in any academic exercise.

C. Multiple Submission. The submission of substantial portions of the same academic work (including oral reports) for credit more than once without authorization.

D. Plagiarism. Intentionally or knowingly presenting the work or another as one's own (i.e., without proper acknowledgment of the source). The sole exception to the requirement of acknowledging is when the ideas, information, etc. is common knowledge.

E. Abuse of Academic Materials. Intentionally or knowingly destroying, stealing, or making inaccessible library or other academic resource material.

F. Complicity in Academic Dishonesty. Intentionally or knowingly helping or attempting to help another to commit an act of academic dishonesty.

Grade Allocation on Team Projects:

Students are required to evaluate their respective team members. Each group project will be given a single grade by the instructor. The total number of points to be allocated is the group grade multiplied by the number of members in the group. This grade will then be allocated among group members depending upon each member's contribution to the project. Teams are to contact the instructor at the first sign of difficulty in their teams. The grade can be allocated in whatever manner the group decides with the following exceptions:

1. No one can receive a grade of more than 100 points.
2. No one can receive a grade higher than 15% above the group grade.
3. No one may receive a grade of less than 50% of the group grade.
4. All grades must be whole numbers.
## Class Schedule

<table>
<thead>
<tr>
<th>Date</th>
<th>Assignment</th>
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<tbody>
<tr>
<td>Jan. 10</td>
<td>Introduction to the course</td>
</tr>
<tr>
<td>12</td>
<td>Chapter 1 Small Business: Its Opportunities and Rewards</td>
</tr>
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<td>17</td>
<td>Chapter 1</td>
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<tr>
<td>Jan. 19</td>
<td>Chapter 1</td>
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<tr>
<td>24</td>
<td>Chapter 2 Small Business Environment: Managing External Relations</td>
</tr>
<tr>
<td>26</td>
<td>Chapter 2</td>
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<tr>
<td>31</td>
<td>Chapter 3 Small Business Entrepreneurs: Characteristics and Competencies</td>
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<tr>
<td>Feb. 2</td>
<td>Chapter 3</td>
</tr>
<tr>
<td>7</td>
<td>Chapter 4 Small Business Ideas: Creativity, Opportunity, and Feasibility</td>
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<td>9</td>
<td>Chapter 4</td>
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<td>14</td>
<td>Chapter 4</td>
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<tr>
<td>16</td>
<td>EXAM</td>
</tr>
<tr>
<td>21</td>
<td>Feedback</td>
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<td>23</td>
<td>Entrepreneurship Interview Paper Due–Presentations</td>
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<td>28</td>
<td>Presentations</td>
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<tr>
<td>March 1</td>
<td>Presentations</td>
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<td>6</td>
<td>Spring Break</td>
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<tr>
<td>8</td>
<td>Spring Break</td>
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<tr>
<td>13</td>
<td>Chapter 5 Small Business Entry: Paths to Part-time Entrepreneurship</td>
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<tr>
<td>20</td>
<td>Chapter 6 Small Business Entry: Paths to Full-Time Entrepreneurship</td>
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Chapter 6 Small Business Entry: Paths to Full-Time Entrepreneurship

Chapter 7 Small Business Strategies: Imitation with a Twist

Chapter 7 Small Business Strategies: Imitation with a Twist

Chapter 8 Business Plans: Seeing Audiences and your Business Clearly

Chapter 8 Business Plans: Seeing Audiences and your Business Clearly

Exam

Feedback

Project Presentations

Project Presentations

Project Presentations

Project Presentations/ Team Projects Due/Team Evaluation Day

The schedule will be altered to accommodate Guest Speakers who will be announced based upon their availability.

Final Exam  TR 3:30-4:45 Section 001  R  May 10--2:00-4:30 Project Presentation & Wrapup

**********The instructor reserves the right to alter the above syllabus after giving notice. This schedule is tentative and does not completely reflect all the assignments and cases to be discussed. Regular class attendance is necessary to identify the full nature of the requirements for this course.

Consider this schedule as tentative. It is used as a guide only. It may be necessary to update the schedule when needed.

Diversity:
The Belk College of Business strives to create an inclusive academic environment in which the dignity of all individuals is respected and maintained. Therefore, we celebrate diversity that includes, but is not limited to, ability/disability, age, culture, ethnicity, gender, language, race, religion, sexual orientation, and socio-economic status.