Entrepreneurship
MGMT 3277-001
Spring 2013, Tuesday/Thursday 3:30 pm – 4:45 pm
Friday, Room 142

Instructor: Dr. Tammy Beck
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Office: Friday Building, Room 244D
Office Phone: 704.687.7013
Office Hours: T/Th 2:00 pm – 3:00 pm, or by appointment
Webpage: Moodle Class site
TA: Sharon Doerer, PhD Candidate (UNC Charlotte - Organizational Science)
TA Email: scdoerer@uncc.edu

CATALOG DESCRIPTION
MGMT 3277. Entrepreneurship. Prerequisites: MGMT 3140 with a grade of C or above. 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.

COURSE OBJECTIVES
Five specific course objectives will be approached through the course materials, experiential excises, and group activities:
1. To enhance your creativity and problem solving skills
2. To provide chances to analyze and understand business opportunities
3. To promote the discovery of innovations and innovative ideas
4. To gain insight related to new business ventures
5. To develop team building and team management skills

COURSE DESIGN, POLICIES & STRUCTURE
A. Required Materials
2. Other supplemental assigned readings: Detailed on Moodle with electronic versions of assigned readings available through UNCC Atkins library.

B. Optional Materials
1. Entrepreneurial websites, blogs, magazines, and journals (list to be provided on Moodle)

These optional-supplemental materials are useful reference sources and reinforce the terminology and concepts learned in class.
NOTE: The textbook is required for this course. However, my lectures may not follow the textbook exactly. You are responsible for reading the textbook and taking notes during class lectures. Both are essential components for learning in this class and you are expected to read all assigned materials prior to the class for which the reading is assigned.

C. Course Structure
This course will include a combination of lectures, class discussions, in-class and homework exercises, video examples, case analyses, and outside speakers. In addition, a considerable portion (50%) of coursework will rely on group activity.

My teaching philosophy combines theory and practice with individual and team-based exercises and utilizes real-world examples to create an interactive and integrated learning environment. In addition to leveraging my PhD in Organization and Management Studies and the past 6+ years of university teaching, I draw from my almost 17 years of experience as a CPA in industry, public accounting, and as a sole proprietor financial/tax consultant in an effort to translate important business concepts to the real world. Teaching is an important part of my responsibilities as a faculty member within the Belk College of Business, and it requires an investment of time, effort, and energy to create a productive learning environment. I take my teaching responsibility very seriously. I will work hard to make the course current and useful to students; do my best to provide timely feedback; and promptly answer your emails.

A productive learning environment also requires comparable contributions of time, effort, and energy from the students. As such, I hope you take seriously your role as a student. I expect you to come to class prepared to learn and participate. Note that effective participation requires preparation. I expect you to thoroughly read and analyze all assigned materials (i.e., chapter materials, supplemental readings and/or articles) prior to coming to class. Discuss readings with other class members to develop your understanding. Be prepared to:

- Express your ideas and to evaluate recommendations that others provide.
- Ask questions about material that you do not understand.
- Find relevant experiences (perhaps from your workplace, news reports, and/or readings from other business sources) and share these with the class.
- Actively participate during in-class exercises.
- Take responsibility for your in-class performance…think critically…be creative.
- Behave in ways that create an effective and safe learning environment. This includes treating others with courtesy and respect, ensuring that cell phones are turned off or on vibrate, arriving on time for class, and engaging in discussions that are direct but polite.
- Learn and have fun in the process.
GRADING/EVALUATION POLICIES

Grading and Assignments
The final class grade will be computed in the following manner:

<table>
<thead>
<tr>
<th>Description</th>
<th>Percentage</th>
<th>Point Value</th>
</tr>
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<tbody>
<tr>
<td>Individual Grading Components:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Case Analysis</td>
<td>20%</td>
<td>100</td>
</tr>
<tr>
<td>Participation – Homework, quizzes, in-class activities, etc.</td>
<td>20%</td>
<td>100</td>
</tr>
<tr>
<td>Entrepreneur Interview Paper</td>
<td>10%</td>
<td>50</td>
</tr>
<tr>
<td>Group-based Grading Components</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Group Project</td>
<td>30%</td>
<td>150</td>
</tr>
<tr>
<td>Entrepreneur Interview Presentation</td>
<td>10%</td>
<td>50</td>
</tr>
<tr>
<td>Group Topic Presentation and Exercise</td>
<td>10%</td>
<td>50</td>
</tr>
<tr>
<td><strong>Total Points</strong></td>
<td><strong>100%</strong></td>
<td><strong>500</strong></td>
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**Final Course Grades:** Final grades will be based upon the weighted average of all of the performance criteria, calculated at the end of the semester by multiplying the score of each performance criterion by its assigned weight.

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Grade</th>
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<tbody>
<tr>
<td>90% and above</td>
<td>A</td>
</tr>
<tr>
<td>80 – 89%</td>
<td>B</td>
</tr>
<tr>
<td>70 – 79%</td>
<td>C</td>
</tr>
<tr>
<td>60 – 69%</td>
<td>D</td>
</tr>
<tr>
<td>Below 60%</td>
<td>F</td>
</tr>
</tbody>
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Important: I do not accept late assignments unless there is a University authorized excuse.

I use conventional rounding procedures for final grades; scores ending in numbers equal to or below 0.49 are rounded to the lower whole number while scores ending in numbers equal to or above 0.50 are rounded to the higher whole number.

No extra credit is offered for this class; as such you are encouraged to apply your best effort to each and every assignment during the semester. Make each graded work count.
Assignment Details
A considerable portion of coursework will rely on group activity; as such, students will be placed into groups of five people for the group projects and group assignments. Periodic ad-hoc, in-class assignments may also require group activity and informal presentations of group discussions. All members of a group will initially receive the same grade earned for their collective outputs. Individual member final grades on these collective efforts are subject, however, to any adjustments deemed necessary based on team members’ evaluations of your contribution. Each student will submit end-of-activity evaluations of his or her fellow group members to the instructor. Evaluations are confidential and will be used as a check on team member participation.

Group composition will remain stable during the entire semester. However, team members may be “dismissed” from their team for egregious non-collaborative behavior. Teams are required to petition Dr. Beck for the dismissal of any team member, and provide documentation/evidence to support removal of non-cooperative team members. In the event a team member is dismissed, the dismissed team member is still responsible for performing all assignments on their own.

Individual Activities
1. Case analysis report – There is no final exam for this course. Instead, the written case analysis report will replace the final exam. The assigned case study will require purchase through the Harvard Business School Publishing website ($3.95). Details regarding the case, assignment questions, and purchase instructions will be provided later during the semester. The analysis should be a maximum of two (2) pages, typed, single-spaced, on 8.5 by 11 inch paper with 1 inch margins on all sides using 12-point font size. Violations of these rules may lead to a grade reduction. This is an individual assignment, thus working with others is strictly prohibited.
2. Class Participation – Students will be responsible for multiple individual assignments over the course of the semester to include homework assignments, in-class quizzes, and/or in-class activities to promote student learning by experiencing the course material on a more personal level. There will be no make-up assignments given for missed in-class quizzes or activities.
3. Entrepreneur Interview Report – An entrepreneur contact will be given to each group. Each group will interview an entrepreneur based on a structure and interview protocol developed in class. Each student will prepare a one-page individual report about the interview. Details regarding the report requirements will be provided separately.

Group Activities
1. Belk Innovation Challenge Competition – Detailed instructions to be provided separately and discussed thoroughly in class.
2. Entrepreneur Interview and Presentation of Interview Findings – An entrepreneur contact will be given to each group. Each group will interview an entrepreneur based on a structure and interview protocol developed in class. A five-minute presentation of the interview findings will be presented by the group.
3. Topic presentation – Each group will lead class discussion on an entrepreneurial-related topic (e.g., access to relevant resources, discussion of a current event, case
analysis, etc.). Groups are encouraged to identify a topic of interest and request instructor approval on topic; however, Dr. Beck will provide relevant discussion topics if groups are unable to identify a relevant topic.

MISCELLANEOUS INFORMATION

- Read assigned materials before attending class.
- Arrive to class on time and be prepared.
- Conduct yourself in a professional and courteous manner.
- Should you miss a class (for any reason), you are responsible for getting missed class notes. I do not make my lectures notes available to students who miss class.
- Although I do not take formal attendance, regular attendance is mandatory. The class requires active participation. We will often have in-class group activity; if you miss class, you miss the learning experience.
- Please come to visit the instructor during office hours (or make an alternate appointment) if you are having any problems related to this course.
- Sit in the first few rows of the classroom; close proximity will facilitate discussion.
- Electronic devices, computers, smartphones, etc. are allowed during class only with express prior permission from the instructor. When permission is granted, these types of devices may only be used for class purposes. Students who violate this policy will be asked to leave the class.
- Check the Moodle class site regularly as updates, assignments, and grades will be posted on Moodle.
- The instructor reserves the right to modify the syllabus at any time if necessary to accommodate unanticipated events, coordinate with speakers’ schedules, and maximize student learning. Changes will be announced during class. Check Moodle frequently to stay abreast of activities and assignments.
- The content of class lectures and discussions are protected by copyright law. The recording (audio or video) of class lectures and discussions is expressly prohibited.

ACADEMIC INTEGRITY, DIVERSITY AND OTHER RELEVANT POLICIES

A. Academic Integrity

Complete academic honesty is expected from every student. This means that appropriate citations are given for any work that is not entirely your own (including work retrieved from the internet) and that individual assignments are completed entirely on your own. Any behavior that does not comply with this standard is unacceptable and the full consequences allowed by university policy will be applied.

Each student is bound to abide by the UNC Charlotte Code of Student Academic Integrity, which states:
“Academic honesty and integrity are essential to the existence and growth of an academic community. Without maintenance of high standards of honesty, members of the instructional faculty are defrauded, students are unfairly treated, and society itself is poorly served. Maintaining the academic standards of honesty and integrity is ultimately the formal responsibility of the instructional faculty; and this responsibility is shared by all members of the academic community.”

“As responsible members of the University, students are obligated not to violate the basic standards of integrity, and they are expected to take an active role in encouraging other members to respect those standards.”

Because honesty and integrity are such important factors, you should be aware that failure to perform within the bounds of these ethical standards is sufficient grounds to receive a grade of “F” in this course and be recommended for suspension from the University.

*It is your responsibility to maintain complete honesty and integrity in all academic work.*

B. **Students with Disabilities**

Any student, who will require special accommodations under the Americans with Disability Act, Section 504, or other state or federal law, should please contact the Office of Disability Services, at 704-687-4355 or stop by their office in 230 Fretwell. If you have a disability that qualifies you for academic accommodations, please provide me a letter of accommodation from Disability Services at the beginning of the semester. For more information regarding accommodations, please contact the Office of Disability Services.

The Belk College of Business strives to create an inclusive academic climate 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.

C. **Student Responsibility Policies**

The UNC Charlotte Code of Student Responsibility sets forth certain rights and responsibilities in matters of student discipline. The Code defines these responsibilities and guarantees you certain rights that ensure your protection from unjust imposition of disciplinary penalties. The complete policies and procedures can be found at [www.legal.uncc.edu/policies/ps-104.html](http://www.legal.uncc.edu/policies/ps-104.html).