

University of North Carolina Charlotte
MGMT 3277-001 – Entrepreneurship
Fall 2018

Professor: Dr. Justin Webb

Course: MBAD 3277-001 **Time:** TR 10:00-11:15a **Room:** Friday 123

Office Hours: Please contact me in advance to schedule an appointment. I will also be available before and after class.

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Required Texts: There are four required texts for this class.

- Shane, S. 2010. The illusions of entrepreneurship: The costly myths that entrepreneurs, investors, and policy makers live by. **ISBN-10:** 0300158564; **ISBN-13:** 978-0300158564.
- Barringer, B. 2013. Launching a business: The first 100 days. **ISBN-10:** 1606493973; **ISBN-13:** 978-1606493977.
- Osterwalder, A. & Pigneur, Y. 2010. Business model generation. **ISBN-10:** 0470876417; **ISBN-13:** 978-0470876411.
- Elmore, C. 2012. The argument to automate: Using innovation to inspire, not fire. **ISBN-10:** 1456559710; **ISBN-13:** 978-1456559717.

Course Objectives

MGMT 3277 is designed with two objectives in mind. First, the course will present a theoretical understanding of entrepreneurship – the process, the entrepreneur, the venture, the customer and other key stakeholders, the opportunity and the solution, the business model and business plan, and all of the other pieces that go into entrepreneurship. To achieve this objective, this class will follow the traditional path to determine how smart you are in the classroom. The second objective of this course is an experiential exercise, providing you the experiences to leverage the theoretical understanding with the pressures and demands of an early startup. This objective will not seek to discern your classroom smarts, what your patent is, your technical prowess, or your ability to research the library to understand your industry and market. Rather, the experience will involve you going out and talking to customers, partners, and competitors. You'll leverage the business model and other concepts to help you think through each aspect of your venture.

Course Information Guidelines

1. **Statement on Diversity.** 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.

2. **Documented Disability.** Any student who feels s/he may need an accommodation based on the impact of a documented disability should contact me privately to discuss your specific needs.
3. **Severe Weather.** Students will be responsible for any academic work which they miss due to absences caused by severe weather conditions. It is the individual student's responsibility to take the initiative to make up any missed class work.
4. **Classroom expectations.** This syllabus contains the policies and expectations I have established for this section of MGMT 3277. Please read the entire syllabus carefully before continuing in this course. These policies and expectations are intended to create a productive learning atmosphere for all students. Students who fail to abide by these policies and expectations, risk losing the opportunity to participate further in the course.
5. **Orderly and productive classroom conduct.** I will conduct this class in an atmosphere of mutual respect. I encourage your active participation in class discussions. Each of us may have strongly differing opinions on the various topics of class discussions. The orderly questioning of the ideas of others, including mine, is welcome. However, I will exercise my responsibility to manage the discussions so that ideas and argument can proceed in an orderly fashion.
6. **Group Evaluation and Dismissal.** Every group member will have to rank the participation of the other group members. Unless the participation deviates significantly between group members, every member in the group will receive the same grade. If group members unanimously agree on a lower grade for an individual, I will drop the grade by at least two letter grades. If the group unanimously agrees to “fire” an individual for lack of participation, the individual will receive an F with no opportunity to make up the work in an individual or other group project. Teams are to submit a short statement describing work assignments and conditions of dismissal proposed for any non-cooperative team member.
7. **Academic integrity.** Cheating and disruptive behavior have significant consequences. All students are required to read and abide by the [Code of Student Academic Integrity](#) which governs student behavior relating to academic work. Violations of the Code of Student Academic Integrity, including plagiarism, will result in disciplinary action as provided in the Code. Definitions and examples of plagiarism are set forth in the Code. The Code is available from the Dean of Students Office or online at: <http://www.legal.uncc.edu/policies/ps-105.html>. All UNC Charlotte students are expected to be familiar with the Code and to conduct themselves in accord with these requirements. To clarify, any academic dishonesty can result in a grade of F for the course. Academic dishonesty also pertains to violating the “rules” of this syllabus. Anyone violating this policy will receive an F for the course.
8. **Materials.** All materials submitted as part of course requirements become the property of the instructor. Students desiring to retain copies of their work should make such copies before turning in their materials.
9. **Faculty absence or tardiness.** If I am late in arriving to class, you must wait a full 15 minutes after the start of class before you may leave without being counted absent.
10. **Communication devices in classroom.** The use of cell phones, beepers, or other communication devices is disruptive, and is therefore prohibited during class. Except in emergencies, those using such devices must leave the classroom for the remainder of the class period.

11. Computers in the classroom. Students are permitted to use computers during class for note-taking and other class-related work only. Those using computers during class for work not related to that class must leave the classroom for the remainder of the class period and will be counted as absent for the class.

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Attendance

All students are encouraged to attend all classes. Prompt arrival to each session will be appreciated. 3 missed (unexcused) classes are allowed. You are responsible for providing the appropriate documentation for excused absences, which include a death in the family, being sick, and formal university-related athletic responsibilities, within one week of the absence. Job interviews, deadlines and other responsibilities for other classes, and vehicle-related issues are examples of unexcused absences. In fifteen years, I have never missed or been late to a class. If I should be late, you must allow 15 minutes before you can leave.

Group Formation and Expectations

Group Formation

Students are required to form groups of four to five people for the group work (up to 6 people depending on the class size and based upon my pre-approval in rare cases). **Every group member will have to rank the participation of the other group members. Unless the participation deviates significantly between group members, every member in the group will receive the same grade. If group members unanimously agree on a lower grade for an individual, I will drop the grade by at least two letter grades.**

Group composition will remain stable during the entire semester. **If the group unanimously agrees to “fire” an individual for lack of participation, the individual will receive a 0 on all remaining group work with no opportunity to make up the work in an individual or other group project.** *Teams are to submit a short statement describing work assignments and conditions of dismissal proposed for any non-cooperative team member.*

Assignments

Exam – Consistent with the first objective of the course, there will be one exam to determine your knowledge of the key theoretical concepts. Using a short-answer format, the exam will cover materials reviewed in the classroom as well as texts and any other supplementary materials. The exam accounts for 20% of your final grade.

In-class participation – You will be expected to participate in class discussions. Attendance is not participation. Active participation requires contributions that push the classroom discussion forward, asks and answers interesting questions, and ties key concepts to current events. And, participation is accounted for separate from formal presentation duties. I don't mind be asked

questions to which I don't know the answer. We will work together to figure out the answers! Participation accounts for 10% of your final grade.

Opportunity/solution – You will be tasked with conceptualizing an opportunity and solution and presenting this to the class. Additional details will be provided, but the conceptualization requires a consideration of the market need, existing competitor offerings, your proposed offering, and your value proposition. You cannot move to the next phase (business model) until you have your opportunity/solution idea checked off by me. The opportunity/solution accounts for 20% of your final grade.

Business model updates – The opportunity/solution will serve as the basis for your business model. You will update your business model based on interviews with customers, partners, competitors, and other stakeholders. Each team is expected to conduct 10 interviews every 2 weeks during this process (which will range from 4-6 weeks) and then present their findings to the class (2-3 presentations). If you conduct 30 quality interviews, then your team is done.

Team Presentations for business model updates: 10-15 minutes each

- Slide 1: Cover slide with Team Name
- Slide 2: Who did you talk with during this iteration and why? Provide summary statistics of all interviews (i.e., overall number; type of stakeholders; average length of interview)
- Slide 3: Current business model canvas with any changes marked
- Slide 4: What did you learn about your value proposition from talking to your first customers?
- Hypothesis: Here's What We Thought
- Experiments: Here's What We Did
- Results: Here's What We Found
- Iterate: Here's What We Are Going to Do Next
- Slides 5+: Cover the "Items to Address" for the week in one slide. These items must be addressed in no more than 3 additional slides.

The business model updates account for 30% of your final grade.

Overall business model – A final presentation of your overall business model and your process in forming the business model. The overall business model accounts for 20% of your final grade.

Extra credit – Teams can receive extra credit by building/developing a working prototype and providing a bill of materials. Extra credit is UP TO an additional 10% on your final grade, depending on the quality of the prototype.

Final Course Grades

Grades will be assigned for each of the performance criteria discussed above based upon the following straight scale. 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. Note that grades below C are not acceptable for graduate work

89.5% and above = A

79.5 – 89.4% = B

69.5 – 79.4% = C

Below 69.5% = U

Schedule

Week 1: Syllabus; Entrepreneurship; Group formation

Week 2: The Entrepreneur; Read Illusions of Entrepreneurship

Week 3: The Opportunity and the Solution

Week 4: The Venture and the Organizing Process; Read Launching a Business: The First 100 Days and The Argument to Automate

Week 5: Presentations of your opportunities and solutions.

Week 6: The Business Model and the Business Plan; Read Business Model Generation

Week 7: Exam

Week 8-13: Business Model Updates

Week 14: Overall Business Model Presentations

When the opportunity arises, I like to incorporate a few speakers into the class which can disrupt the schedule. I reserve the right to accelerate or decelerate the schedule as deemed necessary, including dates of exams, presentations, etc. You will be provided a two-week notice for any accelerated due dates.