

Dr. Joyce M. Beggs
MGMT 3277 Entrepreneurship
Section 001 –College of Education 65-TR 1:00-2:15

Spring 2019

Recommended Text:

Successful Business Plan Secrets and Strategies by Rhonda Abrams, Planning Shop, recent edition, ISBN 978-1-933895-46-8 or other practitioner book.

Other Readings: Wall Street Journal, Fortune, Inc. & other material presented in class or posted on Canvas.

<http://r.wsj.net/m3CBR>

The Wall Street Journal can be purchased at <http://r.wsj.net/m3CBP>
The price is ten dollars per month for the print and online version.
The price is four dollars for the digital version.

Office: 210A Friday

Office Hours: TR 2:30-3:30 (Other times by appointment)

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MGMT 3277 Entrepreneurship

Course Description and Objectives:

MGMT 3277. Entrepreneurship. (3) Prerequisites: MGMT 3140 with a grade of C or above.
A study of the factors leading to entrepreneurial success with an emphasis on opportunity identification, structure and planning, and the management of new ventures. The course provides tools necessary to understand and evaluate the entrepreneurial process within a large company, new venture, family business, or growing a small business. (*Fall, Spring*)

Objectives include:

Course Goals:

Students will develop the ability to:

- Develop a profile of entrepreneurs from history and present day
- Follow the process of developing an idea and the creation of a business
- Recognize business problems

- Analyze a business opportunity
- Discover breakthrough innovations
- Plan a new business venture
- Prepare a concise and effective written business plan and present it orally
- Provide support in the form of: evidence of customer acceptance, appreciation of funder's needs, evidence of focus, and proprietary position
- Display an understanding of the different components of the business plan in relation to each other and the business as a whole within the context of the industry

Prerequisites: MGMT 3140 with a grade of "C" or better.

Methodology:

A combination of lectures, class discussions, readings, case reviews, exercises, videos, skill modules, guest speakers, and a learning journal will be used in this course.

Grading:

Class Participation	100
--Such as homework, case analysis, quizzes, assignments	
Learning Journal and Reflective papers	100
Individual Entrepreneur Interview Paper	100
Exam	100
Exam	100
Team--Business plan & Presentation & Pitch	200
Optional Essay Exam	100
Total	800

800-720 = A **The instructor reserves the right to lower the scale.**

719-640 = B

639-560 = C

559-480 = D

Below 480= Nonpassing

If students choose not to take the optional final exam, the grades will be calculated based on 700 points using the same scale.

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

Text Material Exam:

Two tests on this material will be given. Questions will consist of objective questions such as multiple choice. An optional essay final will be offered.

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 course content presented in class that may not be made available other ways such as videos and speakers. There may also be unannounced quizzes, class exercises, and written homework.

Coming to class, signing the roll, and leaving is considered a violation of the academic integrity code. Signing the roll for others is also a violation of the academic integrity code.

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 and **not in laps or between legs** 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 not use the computer for Facebook, for games, or for watching television or videos. Laptops, phones, and notes will not be used on exams.

Recording the class or taking pictures is also not permitted.

Entrepreneur Interview Paper & Class Discussion

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. Preferably, 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 an in-class discussion about your entrepreneur that includes the specific advice given for students interested in starting their own business.

Learning Journal and Reflective Papers

A **individual** learning journal will be kept for this course. More detailed instructions will be provided for both the journal and the reflective papers. Include your perceptions and thoughts about the material covered in class. Were there any activities that were more noteworthy to you? Were there special moments when you understood the relationship between the videos or the exercises or the speakers and the field of entrepreneurship?

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. A format for the process of preparing a business plan and the contents to be included in the plan will be provided on Canvas.

Team Presentations

The last part of the course will consist of team presentations of the business plan reports. This will give teams of students an opportunity to pitch their business plans for a new business venture to a group of investors. The students who are not pitching are asked to assume the role of investors.

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

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.

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 less than 50% of the group grade.
- 4 All grades must be whole numbers.

The following is a general guide as to the activities in the course. There will be videos, readings, speakers, articles, and activities. Be prepared to adapt to changes as the course demands.

Class Schedule

Date	Assignment
R Jan. 10	Introduction to the course
T 15	Self-Diagnosis History of Age of Entrepreneurs
R 17	What is an Entrepreneur? Form Teams
T 22	Instructions for Entrepreneur Interview-- Instructions for Team Business Plan
R 24	Characteristics of Entrepreneurs
T 29	The Men Who Built America
R 31	The Men Who Built America
T Feb. 5	The Men Who Built America
R 7	The Men Who Built America
T 12	The Men Who Built America
R 14	The Men Who Built America
T 19	The Men Who Built America
R 21	TBA Work Day SECRA
T 26	The Men Who Built America
R 28	***Test
T March 5	Spring Break
R 7	Spring Break
T 12	***Interview Paper Due – Discussion of Interviews Speaker
R 14	Ideas—Chapter 4
T 19	Speaker
R 21	Speaker
T 26	Speaker
R 28	Speaker
T April 2	*** Learning Journal Due

R 4 ****** Test**

T 9 Possible Work Day

R 11 **Team Business Plan Presentations**

T 16 **Team Business Plan Presentations**

R 18 **Team Business Plan Presentations**

T 23 **Team Business Plan Presentations**

R 25 **Team Business Plan Presentations**

T 30 **Team Business Plan Presentations/ Team Business Plan Due/Evaluations**

Final Exam MGMT 3277 Section 001 Class Time TR 1:00-2:15 --Final time---R May 9 11:00-1:30

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

*******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.**

