

University of North Carolina Charlotte
ENTR 3276-001 – Entrepreneurship
Fall 2023

Professor: Dr. Justin Webb

Time: MW 2:30-3:45p **Room:** Friday 128

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

Tel: (704) 687-6182

Email: Justin.w.webb@charlotte.edu

Required Text: Launching a Business: The First 100 Days (Bruce Barringer, 2013); available on Amazon for less than \$20

Required Materials: More than one 3”, 3-ring binder, lots of paper, grit

Course Objectives

This course is designed to help you take the first step as an entrepreneur. Before entrepreneurs organize ventures around innovative solutions to exploit opportunities, entrepreneurs first recognize and evaluate opportunities. But what are opportunities? Opportunities are situational conditions that allow one the potential to create value, and these situational conditions include factors like existing products and competitors, supply of raw materials, distribution channels, technological/political-legal/sociocultural/economic/demographic trends, availability and cost of talent/space, customer and market characteristics, etc.

Herein, you will achieve two course objectives fundamental to being an entrepreneur. First, you will put together an opportunity portfolio – a detailed understanding and analysis of an industry/technology and all of the situational conditions that inform the opportunity within that industry/technology context. Second, based on this opportunity portfolio, you will be tasked with pitching a potential solution to a specific opportunity.

In addition to the opportunity/solution portfolios, we will also cover the basics of setting up a business – essentially, what do entrepreneurs need to consider in the first 100 days in setting up their businesses, from registering the business and choosing the right location to legal considerations and naming the business.

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. **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.
3. **Classroom expectations.** This syllabus contains the policies and expectations I have established for this section of ENTR 3276. 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.
4. **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.
5. **Group Evaluation and Dismissal.** At the end of the semester, 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. I will need to have an initial concern provided to me by November 10 to impose these sanctions and to allow me an opportunity to rectify the situation.
6. **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://legal.charlotte.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.
7. **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.
8. **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.
9. **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.

10. 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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UNC Charlotte is committed to access to education. If you have a disability and need academic accommodations, please provide a letter of accommodation from Disability Services early in the semester. For more information on accommodations, contact the Office of Disability Services at 704-687-0040, visit their office in Fretwell 230, or email disability@charlotte.edu.

Attendance

All students are encouraged to attend all classes. Prompt arrival to each session will be appreciated. 3 missed (unexcused) classes are allowed. More than 3 unexcused absences, and 10 points will be deducted from your final grade. More than 6 absences, and 20 points will be deducted from your final grade. 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, either to me directly (although I don't want to know what ails you) or through the Office of Student Assistance and Support Services. Job interviews, deadlines and other responsibilities for other classes, and vehicle-related issues are examples of unexcused absences.

Successful entrepreneurs are disciplined. They get the job done, at the right cost, in a timely manner, without being distracted. You have to be disciplined. Being late to class is a big no-no. If you cannot make it to class consistently in a timely manner, then you might as well drop the class right now. For every 3 times that you are late to class, 2 points will be deducted from your final grade.

I have never missed a class. If I should be late, you must allow 15 minutes before you can leave.

Group Formation and Expectations

Group Formation

The class is rigorous. Students are encouraged to form groups of three to five people. **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.

If you choose to work as an individual during the semester, that is fine, but please realize that you will be required to meet the standards of the groups in class. This is a rigorous class.

Assignments

Part of your task is identifying an industry/technology for which you have a significant passion and/or interest. However, every industry/technology is different, and so the opportunity portfolios and solutions of each group will be somewhat different. For example, if your passion is drone technologies, a key component of your opportunity portfolio will be a patent search and analysis. If your passion is running an art gallery, then you likely will not be conducting a patent search and analysis because patents are rarely if ever used in the art world (although the digital world is transforming copyright, NFTs, and how artists seek to protect and exploit the opportunity provided by their ideas). Therefore, the art portfolio will incorporate research and analysis more strongly in other key areas.

Opportunity portfolio – Research and analysis on 4 facets of opportunities. You should print out everything relevant that you review, compile in your 3-ring binders, and summarize in no more than 8-10 pages for each opportunity facet. Each submission contributes equally to 30% of your overall grade. You are learning, so your initial grade will likely not be to your liking. You will have the opportunity to revise each submission one time. Your revision will be due one week after my initial feedback is provided (based on date and time stamp on email). Your final grade will wholly replace the initial grade.

Opportunity portfolio presentation – Presentations for your analysis of each opportunity facet. 10-15 minute presentations of what you learned. Each presentation contributes equally to 30% of your overall grade.

Solution – A detailed analysis of your proposed solution to a specific opportunity. A business model canvas plus 5-10 pages, double spaced, 12 pt font, Times New Roman, 1” margins. The solution will account for 20% of your grade. Again, we will iterate through this on a weekly basis. Your final grade will be an average of each grade provided. Given this iterative approach, the standard will be increased with each submission.

Solution presentation – You will present your solution on a weekly basis as you develop and evolve your solution. 10-15 minute presentation before a final 20-minute summary presentation (opportunity + solution). Each presentation contributes equally to 20% of your grade.

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.

89.5% and above = A
79.5 – 89.4% = B
69.5 – 79.4% = C
Below 69.5% = U

Schedule

Week 1 – Basics of entrepreneurship; finding your passion

Week 2 – The industry/technology; competitors/technological trends

Week 3 – Competitors/technological trends (initial competitor analysis due)

Week 4 – Technological trends/ market characteristics (initial technology analysis due)

Week 5 – Products and components; supply chain – sourcing raw materials/labor and distributing to customers (initial market analysis due)

Week 6 – Launching a Business: First 100 Days; (initial supply chain analysis due)

Week 7 – Launching a Business: First 100 Days; Solution development

Week 8 – Launching a Business: First 100 Days; Solution development

Week 9 – Launching a Business: First 100 Days; Solution development

Week 10 – Solution development

Week 11 – Solution development

Week 12 – Solution development

Week 13 – Solution development; Final presentations

Week 14 – Final presentations

The schedule WILL change. We might shuffle the order around a bit or get behind on certain deadlines. I reserve the right to accelerate or decelerate the schedule as deemed necessary, including dates of submission, presentations, etc. You will be provided a one-week notice for any accelerated due dates.