GENERAL OBSERVATIONS ABOUT ENTREPRENEURSHIP AND THIS COURSE

When starting their ventures, successful entrepreneurs often work 60, 70, 80-hour weeks. They work to establish efficient routines, develop relationships with important stakeholders, build solid reputations with customers, and attempt to just figure things out. Successful entrepreneurs take risks. But they plan so that they can think beforehand about what risks are most salient. Successful entrepreneurs wear multiple hats. They are the accountants, the technicians, the managers, the marketers, the customer service reps. Over time, successful entrepreneurs organize. They realize they can’t do everything themselves, and so they delegate and automate tasks. Successful entrepreneurs bootstrap. They figure out ways to get more out of less resources and to use other people’s resources. Successful entrepreneurs think. Successful entrepreneurs act. Successful entrepreneurs hustle.

The primary objective in this course is to provide you a variety of experiences to get you thinking and acting like entrepreneurs. The approach in this course will be quite different from your other courses. We will still have lectures on a regular basis. However, a significant portion of your education will come through experiential learning – that is, you undertaking experiences that place you in the entrepreneur’s shoes so that you can understand her/his perspective. Success in this class means you will work 60 hour weeks (maybe more!). Success in this class means you will take considered risks. Success in this class means that you will assume multiple responsibilities. Success in this class means you will organize and bootstrap. Success in this class means you will hustle.

TEXTS AND OTHER INVESTMENTS

I will not require any texts for this course. However, if you would like to refer to various texts that could facilitate your understanding of entrepreneurship and the tasks that lie ahead as an

Otherwise, knowledge will be conveyed through slides, notes on the board, and the various experiences you will enjoy during this course. I strongly encourage that you take notes everyday.

You will be required to invest up to $175 in two separate projects during this course. You will be required to invest up to $150 into the UNCC’s Got Talent event (details will follow). You will be also required to invest $25 into a Kiva project (details will follow).

**ATTENDANCE POLICY**

Attendance is crucial to the learning process. Attendance will facilitate positive interactions and knowledge transfer among us. Attendance will be measured for each class and will be used to determine a portion of your participation grade. *For individuals missing (unexcused) 4 classes in the semester, this will automatically result in a 10-point deduction from your final grade (8 classes: 20-point deduction).* You are required to bring the appropriate excuse forms for any absences within a week of your return to class. You will be responsible for checking with me concerning any missed assignments, class material, etc. If you miss class due to illness, I will require a note from the doctor (you may want to visit the health clinic on campus). If due to a funeral, I will need a note from a parent or guardian with appropriate contact information. Speeding tickets are not valid excuses.

I regret having to ask for these types of notes, but I have a strict attendance policy and students in prior classes have unfortunately lied about the reasons for their absences.

**COURSE GRADES**

This is a project-based class. There will be no exams. Your grades will be composed of numerous components related to the various individual, team, and class projects, as detailed next:

**Opportunity Recognition.** You will be asked to recognize opportunities. In groups of 4-5 students, you will be tasked with selecting an industry, studying that industry and its trends, and determining how the industry will look in ten years and what opportunities might exist going forward. Separately but again in groups of 4-5 students, you will be tasked with reviewing the research of a faculty here at UNCC and assessing what opportunities might exist given this research. With each task, you will be asked to recognize opportunities and consider solutions to
address these opportunities (due on October 6). Together, the exercises will account for 10% of your grade.

**Creativity Exercises.** There will be up to 3 creativity exercises during the semester. This exercises will be on an ad hoc basis depending somewhat on current events. Therefore, exact details cannot be provided at this time. Each creativity exercise should not require more than 3-5 hours of work outside of class. Together, the exercises will account for 10% of your grade.

**Kiva Investment Diary.** Each of you will be tasked with investing $25 in a Kiva project during the semester. Upon making this investment, you will then be asked to discuss your investment with family, friends, and anyone who will listen about your investment. You are asked to keep a diary of the types of responses and reactions that you get from others that you will then turn in by October 15. Each diary should be no more than 10 pages. The diary accounts for 10% of your grade.

**Entrepreneur Interviews.** By November 17, on an individual basis, you will each be required to conduct interviews of three entrepreneurs. Each interview should last 45 minutes to an hour. Prior to conducting the interviews, you need to have your interview transcript approved by me. Only one interviewee may be a family member. The three interviews should be summarized in 8 to 10 pages, highlighting key differences and similarities across the entrepreneurs. The summary should include the name of the entrepreneur, their business name, and their contact phone number. I will randomly select 10 entrepreneurs to call and confirm your interviews, and this is the only way in which I will use their contact phone number. This project accounts for 15% of your grade.

**The 20/20 Project.** The year 2020 will be here before we know it. Surely, there will be entrepreneurs taking advantage of the year 2020 to start new business ventures aimed at exploiting the uniqueness of this date. In groups of 4-5 students, you will be tasked with starting a venture to take advantage of the year 2020. You will define what this venture will be, you will define its business model, and you will prepare a Kickstarter presentation for the class. This project will account for 15% of your grade. Your grade will be determined based on investment preferences by your classmates. Presentations will be scheduled near the end of the semester.

**UNCC’s Got Ideas/Talent.** This is a class project/venture. As a class, you can choose either of the two themes (Got Ideas or Got Talent). You are to establish an event prior to the end of the semester with your chosen theme. This event is to be run like an organization. You are each required to invest up to $150 in the organization, but you may earn this investment back through your organization’s success (For tax purposes and other university regulations, you will not be able to earn a profit. You can donate any additional earnings to a university-affiliated
organization of your choosing). Your success will depend on no less than 100 individuals attending this event (excluding the students in this class and participants in the event).

This project will account for 40% of your final grade. Any less than 100 individuals in attendance (given the above-stated exclusions) will be 10% off of each of your final overall grades. The organization is required to determine grade distribution for the class. The only requirement is that there is even numerical distribution from A to C. Any grade of D or F must include a brief explanation. If you meet the attendance requirement and are able to break even or make money, then each student has the possibility of making better than a C, if the organization determines this as suitable. Documentation of the 7 basic categories of “organizing rules” will be provided by the class organization to me to formalize the how the organization will operate and decisions will be made. These rules will be discussed in detail as we go forward.

This project/venture should sound vague and ambiguous (and risky!). That’s because it is intentionally so. The previous two paragraphs include the only required parameters from my standpoint. Otherwise, you are responsible for establishing the organization, defining what it looks like, how it will run, what the event will look like, when it will occur, how investments will be made, how money will be made, who is responsible for what, and all other decisions related to being an entrepreneur.

**Final Exam:** By UNCC policy, every class should meet at the scheduled final exam time. As such, we will meet briefly to discuss the class and what you have learned. You will lose 5% off of your overall grade if you do not show up. You will receive a 2% bonus added to your overall grade if you do show up.

**OTHER IMPORTANT INFORMATION**

**Course Description:** Prerequisites: MGMT 3140 with 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. Provides tools necessary to understand and evaluate the entrepreneurial process within a large company, new venture, family business, or growing a small business.

**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.

**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. We
will also work with Disability Services to ensure the appropriate accommodations are made.

**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.

**Academic integrity.** Cheating and disruptive behavior have significant consequences. All students are required to read and abide by the [Code of Student Academic Integrity](http://www.legal.uncc.edu/policies/ps-105.html) 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](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.

**Harrassment/Discrimination.** UNCC is committed to providing an educational and work climate that is conducive to the personal and professional development of each individual. To fulfill its multiple missions as an institution of higher learning, UNCC encourages a climate that values and nurtures collegiality, diversity, pluralism and the uniqueness of the individual within our state, nation and world. The university also strives to protect the rights and privileges and to enhance the self-esteem of all its members. Faculty, staff and students should be aware that any form of harassment and any form of illegal discrimination against any individual is inconsistent with the values and ideals of the university community.

Individuals who believe they have experienced harassment or illegal discrimination are encouraged to contact the appropriate offices within their respective units.

**Withdraw.** Please see details related to the new withdrawal policy available at [provost.uncc.edu/policies/academic/withdrawals](http://provost.uncc.edu/policies/academic/withdrawals).

**Syllabus changes.** I reserve the right to revise the syllabus as I deem necessary at any point during the semester.