

Syllabus for MGT 3277

Entrepreneurship

Professor: Dr. Nathan Hayes

Class Time: TR 2:30 – 3:45pm

Classroom: Friday 128

Office: 244A

Office Hours: TR 1:30 – 2:30pm or by appointment

E-mail: nhayes13@uncc.edu

Course Materials:

Book or eBook: *Entrepreneurship: Successfully Launching New Ventures, 6th Ed.* By Barringer, B.R., & Ireland, R.D.

Course Description:

The purpose of this course is to examine factors that lead to entrepreneurial success. The emphasis of this course is on the phases of idea generation, opportunity identification, and evaluation during the venture and value creation processes. This course is designed to integrate knowledge learned from several disciplines, including: strategic management, marketing, finance, accounting, etc. and apply this knowledge to the process of new value creation. We will also explore how entrepreneurship can be applied to your particular career goals.

Learning Objectives:

This course aims to provide students with the opportunity to:

- Explore the entrepreneurial process, with an emphasis on early stages (before and during start-up)
- Understand the processes of opportunity identification and evaluation
- Gain knowledge about the process of starting a new venture.
- Develop the ability to analyze and communicate the potential performance of an opportunity.
- Learn how to apply entrepreneurial practices in work settings.
 - Develop and improve written and verbal communication skills.
 - Develop and improve the ability to work in teams.
 - Develop and improve project management skills.
- Explore entrepreneurship as a career option.

Grading:

Points earned for each grade component will be summed to obtain a total score for the course. Final letter grades will follow the standard scale of A = 900 or above; B = 800-899; C = 700-799; D = 600-699; and F = 599 or below. Components of the final grade will consist of the following:

Quizzes (Best 3 of 4)	300
Feasibility Analysis Written Report	300
Business Idea Presentation	200
Participation	100
Class Attendance	100
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Total Grade	1,000

Quizzes: Each of the four (4) quizzes will cover lecture video/PowerPoint materials, chapter content from the textbook, and some integrative questions from the case studies. Quizzes are non-cumulative and only test you on the material covered in that chapter or packet. I allow students to drop the lowest quiz grade. Since I allow you to drop one quiz grade, there are **no opportunities to make up a quiz – NO EXCEPTIONS**. In the event of an emergency (e.g., a death in the family, severe illness, etc.), notification and arrangements must be made *prior* to the absence. There is **NO FINAL EXAM**.

Feasibility Analysis: This project involves students working in a team to create a realistic and implementable business idea. This is a semester-long project that provides many opportunities for sharing and feedback. Please take advantage of these opportunities to shape your group's ideas into a well-crafted feasibility analysis. The written report represents the final portion of the project, but it is preceded by a couple of introductory submissions (3 possible business ideas whittled down through discussion and analysis) and the **Business Idea Presentation** which will be recorded as a group. This presentation should be well-polished as it accounts for a good percentage of your final grade and also is the last chance for feedback before your final written report.

Attendance: Students are expected to attend every class and remain in class for the duration of the session. Failure to attend class or arriving late may impact your ability to achieve course objectives, which could affect your course grade. An absence, excused or unexcused, does not relieve a student of any course requirement. Regular class attendance is a student's obligation, as is a responsibility for all the work of class meetings, including tests and written tasks. Any unexcused absence or excessive tardiness may result in a loss of participation points.

Class Absence(s): The instructor has the authority to excuse a student's class absence(s) and to grant a student an academic accommodation (turn in a late assignment, provide extra time on an assignment, reschedule an exam, etc.). However, under Academic Affairs [Policy on Course Attendance and Participation](#), University-sanctioned events or activities are considered excused absences. A University-sanctioned event or activity is one in which a student formally represents the University to external constituencies in athletic or academic activities. This policy does not supersede individual program attendance and/or participation requirements that are aligned with accreditation or licensure. For more information and student responsibilities to account for such an absence, see provost.charlotte.edu/policies-procedures/academic-policies-and-procedures/course-attendance-and-participation.

Students are encouraged to work directly with their instructors regarding class absences for **medical appointments, military/court orders, and/or personal and family emergencies**, such as a death in the immediate family, where a student is able to provide an instructor with appropriate supporting documentation of the absence. The final decision for approval of absences and missed work or make-up work is determined by the instructor.

For absences due to **religious observances**, students must provide the instructor with written notice of requested accommodations no later than the 10th day of instruction for the semester. The instructor and the student should then discuss what a reasonable accommodation should be in the given case and then document this agreed-upon accommodation. [University Policy 409](#) provides more details about this procedure. The [Office of Civil Rights and Title IX](#) is available as a resource if students or faculty have questions about the process.

The [Office of Student Assistance and Support Services \(SASS\)](#) can provide notification to faculty of **emergency situations**, when a student is unable to do so and when the office has been made aware of such emergencies. In such situations, the SASS office may also be able to assist with verification of such emergencies, once a student is able to return to classes. The SASS office does not provide verification of absences for car trouble, weather issues, personal activities, work, weddings, vacations, or University-sponsored events. Absences related to such activities should be discussed directly with the faculty member.

Should a student need assistance from the SASS office in verifying an emergency situation, they can submit an [online request form](#) (sass.charlotte.edu/services/absence-verification) and attach supporting documentation. Please note that students are not required to go through the SASS office at any time regarding absence verification, and the SASS office does not have the authority to excuse absences, allow for make-up work, or provide other academic accommodations.

In cases of absence due to **pregnancy or parenting** (pregnancy, childbirth, false pregnancy, termination of pregnancy, or recovery from any of these conditions), students should contact the [Office of Civil Rights and Title IX](#) to obtain absence verification by completing the [online form](#) at <http://bit.ly/332eaGd>.

Class Participation: Participation and interaction are essential components of strategic management. Class attendance is therefore a requirement for success in this course. Contributions that are positive include: 1) questions and comments during class discussions, 2) answering questions during discussions, 3) being prepared for cases ahead of time, 4) being a recognized leader in your group, 5) showing up ontime with a positive mindset, and 6) other signs of positive interaction and participation, 7) successful completion of case analyses and other small assignments. Negatives are: 1) tardiness, 2) unprofessional disruptions during the class, 3) not attending classes, 4) being unprepared for class or case discussion, 5) lack of participation in group, and 6) other similar acts or attitudes. Your contribution to the class will be a determining factor if problems occur and may influence your final grade.

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 conflict of ideas is encouraged and welcome. The orderly questioning of the ideas of others, including mine, is similarly welcome. However, I will exercise my responsibility to manage the discussions so that ideas and argument can proceed in an orderly fashion. You should expect that if your conduct during class discussions seriously disrupts the atmosphere of mutual respect I expect in this class, you will not be permitted to participate further.

Student Disability: Students in this course seeking accommodations to disabilities must first consult with the [Office of Disability Services](#) and follow the instructions of that office for obtaining accommodations.

Classroom Policies:

All students and the instructor are expected to engage with each other respectfully. Unwelcome conduct directed toward another person based upon that person's actual or perceived race, actual or perceived gender, color, religion, age, national origin, ethnicity, disability, or veteran status, or for any other reason, may constitute a violation of [University Policy 406, The Code of Student Responsibility](#). Any student suspected of engaging in such conduct will be referred to the Office of Student Conduct.

UNC Charlotte is committed to maintaining an environment conducive to learning for all students and a professional workplace for all employees. The University takes active measures to create or restore a respectful, safe, and inclusive environment for community members that is free from discrimination, discriminatory harassment, and interpersonal violence. If you (or someone you know) has experienced any of these incidents, know that you are not alone. UNC Charlotte has staff members trained to support you in navigating campus life, accessing health and counseling services, providing academic and housing accommodations, helping with civil protective orders, and more.

Please be aware that all UNC Charlotte employees, including faculty members, are expected to relay any information or reports of discrimination, discriminatory harassment, or sexual and interpersonal misconduct they receive to the [Office of Civil Rights and Title IX](#). This means that if you tell me about a situation involving these matters, I am expected to report the information. Although I am expected to report the situation, you will still have options about how your case will be handled, including whether or not you wish to pursue a formal complaint. Our goal is to make sure you are aware of the range of options available to you and have access to the resources you need.

If you wish to speak to someone confidentially, you can contact the following on-campus resources, who are not required to report the incident to the Office of Civil Rights and Title IX: (1) Center for Counseling and Psychological Services (CAPS) (caps.charlotte.edu, 7-0311); or (2) Student Health Center (studenthealth.charlotte.edu, 7-7400). Additional information about your options is also available at civilrights.charlotte.edu under the "Students" tab.

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Plagiarism: All students are required to read and abide by the Code of Student Academic Integrity. 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 and on the [Student Accountability & Conflict Resolution website](#). The Code is available from the Dean of Students Office or online at legal.charlotte.edu/policies/up-407. Additional resources are available on the [Student Accountability & Conflict Resolution website](#).

*Note: these policies also include the use of AI generative software (i.e., ChatGPT, GPT-4, Bard, etc).

This syllabus contains the policies and expectations I have established for MGT 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. Unless you are prepared to abide by these policies and expectations, you risk losing the opportunity to participate further in the course.

The standards and requirements set forth in this syllabus may be modified at any time by the course instructor. Notice of such changes will be by announcement in class, by email notice, or by changes to the schedule on this course's Canvas page.