

Dr. Joyce M. Beggs
MGMT 3277 Entrepreneurship
Section 002

Fall 2022

This Syllabus is subject to change based on University decisions

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.

<https://r.wsj.com/PROFwu1u>

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The Wall Street Journal can be purchased at a very reasonable student price.

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Office Hours: TR (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 NEW PLAN

Class Participation	100
--Homework, case analysis, quizzes, assignments and Learning Journal	
Individual Entrepreneur Interview Paper	100
Exam 1	100
Exam 2	100
Optional Essay Exam on Movie	100
Total	500

500-450 = A **The professor reserves the right to lower the scale.**

449-400 = B

399-350 = C

349-300 = D

Below 300= Non-passing

If students choose not to take the optional final exam, the grades will be calculated based on 400 points using the same scale.

Late Policy. 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.

Normal Semester Policies

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

An **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?

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.

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.

*******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.**

Class Schedule

Date	Assignment
T August 23	Introduction to the course
R 25	Self-Diagnosis
T 30	Chapter 1 What is an Entrepreneur?
R September 1	Chapter 1 Characteristics of Entrepreneurs
T 6	Instructions for Entrepreneur Interview---Learning Journal
R 8	FAQ & Comparison of US to NC Profile
T 13	Chapter 4 Ideas
R 15	Chapter 4 Ideas
T 20	Chapter 4 Ideas
R 22	
T 27	SCAMPER Where Great Ideas Come From?
R 29	12 Greatest Entrepreneurs & Elon Musk Article

T October 4	Review
R 6	Test 1
T 11	Break =No Class
R 13	Intellectual Property /Interview Paper Due
T 18	Interview Paper Presentations
R 20	The Men Who Built America
T 25	The Men Who Built America
R 27	The Men Who Built America
T Nov. 1	The Men Who Built America
R 3	The Men Who Built America
T 8	The Men Who Built America
R 10	The Men Who Built America
T 15	The Men Who Built America
R 17	Test 2
T 22	Work Day & Learning Journal Due
R 24	Thanksgiving
T 29	Movie
R Dec. 1	Movie
T 6	Optional Take Home Quiz on Movie Due Electronically

**Final Exam MGMT 3277 Section 002 Class Time TR 1:00-2:15 – Exam Time R Dec. 15 11:00
Wrap UP**

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Class Attendance

Consistent class attendance is a strong predictor of academic success. If you earn an F or U grade, your last date of attendance will be reported. This may require you to pay back any financial aid money received for this course.

Academic Integrity Code

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. The Code is available from the Dean of Students Office or online at <https://legal.uncc.edu/policies/up-407>

Diversity and Inclusion

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 socioeconomic status.

Disability Accommodation

UNC Charlotte is committed to access to education. 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. Contact the Office of Disability Services at 704-687-0040 or visit their office in Fretwell 230.

New POLICY

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 [or by written or email notice][or by changes to this syllabus posted on the course website at (URL)].

NEW POLICIES

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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 authority to excuse a student's class absence(s) and to grant a student an academic accommodation (turn in a late assignment(s), provide extra time on an assignment, reschedule an exam(s) etc.) sits with the individual instructor.

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.

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](#) 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 Title IX Office to obtain absence verification by completing the form at <http://bit.ly/332eaGd>.

Students are expected to attend every class and remain in class for the duration of the session when it is safe to do so in accordance with university guidance regarding COVID-19. 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.

Students are encouraged to work directly with their instructors regarding their absence(s). For absences related to COVID-19, please adhere to the following:

- **Complete your [Niner Health Check](#)** each morning.
- **Do not come to class if you are sick.** Please protect your health and the health of others by staying home. Contact your healthcare provider if you believe you are ill.
- **If you are sick:** If you test positive or are evaluated by a healthcare provider for [symptoms of COVID-19](#), indicate so on your [Niner Health Check](#) to alert the University. Representatives from Emergency Management and/or the Student Health Center will follow up with you as necessary. Submit a copy of your Niner Health Check notification email to your instructors.
- **If you have been exposed** to COVID-19 positive individuals and/or have been notified to self-quarantine due to exposure, indicate so on your [Niner Health Check](#) to alert the University. Representatives from Emergency Management and/or the Student Health Center will follow up with you as necessary. Submit a copy of your Niner Health Check notification email to your instructors.

To return to class after being absent due to a period of **self-quarantine**, students should submit a copy of their Niner Health Check clearance email to their instructor(s). To return to class after being absent due to a COVID-19 **diagnosis**, students should submit an [online request form](#) to Student Assistance and Support Services (SASS). Supporting documentation can be attached directly to the request form and should be from a student's health care provider or the Student Health Center, clearly indicating the dates of absences and the date the student is able to return to class. Instructors will be notified of such absences.

If you are absent from class as a result of a COVID-19 diagnosis or quarantine, as instructor I will do the following to help you continue to make progress in the course: [INSERT PLAN HERE. E.G. PROVIDE REMOTE LEARNING OPTIONS AND ASSIGNMENTS ON A CASE-BY-BASE BASIS]. The final decision for approval of all absences and missed work is determined by the instructor.

It is the policy of UNC Charlotte for the Fall 2020 semester that as a condition of on-campus enrollment, all students are required to engage in safe behaviors to avoid the spread of COVID-19 in the 49er community. Such behaviors specifically include the requirement that all students properly wear [CDC-compliant face coverings](#) while in buildings including in classrooms and labs. Students are permitted to remove face coverings in classroom or lab settings only when I explicitly grant permission to do so (such as while asking a question, participating in class discussion, or giving a presentation) and while at an appropriate physical distance from others. Failure to comply with this policy in the classroom or lab may result in dismissal from the current class session. If the student refuses to leave the classroom or lab after being dismissed, the student may be referred to the Office of Student Conduct and Academic Integrity for charges under the [Code of Student Responsibility](#).

General Policies

Policies Related to COVID-19

To require face coverings in classrooms and labs:

To clearly state a policy on absenteeism during COVID-19:

