

Syllabus: Summer 2, 2014

MTG 308 – Entrepreneurial Strategy

Dr. Scott Sewell
Senior Lecturer
Department of Marketing and Management
College of Business and Technology
Office: BA 207
Office Hours: Online in Virtual Office
Office Phone: 903-886-5703

Course Description:

This course introduces students to the challenges of owning, operating, and marketing a successful small business and the need for entrepreneurial focus in large firms. Prerequisites: Junior Standing, MGT 305, and MKT 306.

Course Objectives:

The student will gain an understanding of:

1. The practical challenges of starting/acquiring, operating, financing, and marketing a successful small business including the elements of a business plan. Emphasis is given to understanding, creating and presenting a business plan. The student will be exposed to all elements of a business including company structures, market analysis and plans, management, operations, and financial planning/reporting.
2. Creating and presenting a business plan including the skills required in practical business writing, analysis, and presentation before critical reviewers.
3. The skills required for working as teams to develop a business plan which represents a realistic business situation that could be implemented if a student, student team, or other entrepreneur chose to do so. This includes basic team disciplines for managing and completing projects over extended time periods.

Course Text:

“Small Business Management: Launching and Growing Entrepreneurial Ventures (16th Edition)”, You do NOT have to use the loose leaf version prepared for Texas A&M University-Commerce, Justin Longenecker, Carlos W. Moore, J. William Petty, and Leslie E. Palich, Cengage Learning, Mason, Ohio 2007.

Course Requirements:

Regular access to e-mail and the Internet is a requirement of this course. Acquire a password for “eCollege” and log-on to the course. “eCollege” can be accessed by going to the TAMU-Commerce homepage (www.tamu-commerce.edu) and clicking on “My Leo”. A current copy of the syllabus and course schedule has been uploaded to the course. Other course materials, chapter power points, charts and minor exams that we use will also be uploaded to this site. Any

questions or observations from members of the class can be made here in Virtual Office. I will check this regularly for comments and questions.

Note: Announcements and schedule changes will be posted on the course web-site located on eCollege.

Software to use during the course:

This course is being delivered to you by Texas A&M – Commerce through the eCollege course management system. After taking the Student Orientation Tutorial, if you have questions about how the eCollege course management software works, please click on the ?Help button at the top right-hand side of your browser screen. If you can't find the answer to your question in these Help pages, you may click on the HelpDesk button in the left-hand navigation bar of the Help pages and email the HelpDesk through the form provided.

If at any time you experience technical problems (e.g., you can't log in to the course, you can't see certain material, etc.) please contact the eCollege HelpDesk, available 24 hours a day, seven days a week. The HelpDesk can be reached by clicking on the HelpDesk link in the Help pages as described above, or by sending an email directly to helpdesk@online.tamuc.org. You may also reach the HelpDesk by calling (toll-free) 1-866-656-5511 1-866-656-5511 .

How do I submit assignment files?

*All assignment files must be submitted in MICROSOFT WORD format. If you use another word processor, it is **YOUR RESPONSIBILITY** to translate the file into Word and make sure that all fonts, graphics, etc. are as they should be. Please double check to ensure that the file you are uploading is the one you intend to submit, and be sure that it includes your **name and e-mail addresses** at the top of the first page, and is *free from viruses*. **SUBSTANTIAL DELAYS DUE TO VIRUS PROBLEMS ARE YOUR RESPONSIBILITY.** Please use virus-scanning tools if you feel your system and software is suspect. **It is your responsibility to ensure that the file is virus-free before you submit it.***

When it is time to submit the file, the file must be loaded into the correct drop box in e-college FOR THAT PARTICULAR ASSIGNMENT.

IMPORTANT When you submit a written assignment into the eCollege dropbox, it will automatically be submitted to www.turnitin.com. WARNING: Turnitin.com DOES check to see if any part of the document is copied from any other document in their files...published or unpublished. Because of the nature of the assignments, some duplication is acceptable and even expected...such as the repetition of titles, names and specific questions and quotations. Within 24 hours of submission, you should be able to check for your report detailing what percentage of your paper has been previously submitted. You are expected to correct and resubmit to reduce it as low as possible (be sure to allow extra time for this!) Anything over 20% will result in automatic point deductions, but anything (no matter what % turnitin.com shows) that does not follow acceptable documentation and citation practices will result in grade deductions or worse. See **Citation Examples** in Doc Sharing. Correct sentence structure, grammar and spelling are expected on all written assignments submitted for a grade.

For additional help with written assignments, please contact the Online Writing Lab at <http://www.tamu-commerce.edu/litlang/writingcenter/default.asp>

Course Policy for Drops and Incomplete Grades:

Students often believe that Internet courses are independent study courses and that they can work at their own pace throughout the course. Although the schedule does provide for some flexibility and does not require class attendance (or commuting to and from class), student discipline to meet due dates for the assignments, projects, and exams is required. If a student gets behind and decides that they should drop the course, they will be evaluated on the work completed up to the point of the request to drop. Generally, students will receive a DP (drop passing) if they are reasonably current with their assignments and a DP will be provided until the “Last day to drop a course or withdraw from school.”

Please note: I reserve the right to administratively drop any student who does not log into the class web site for seven consecutive days after the course officially starts. Any student who will not be able to log into the class web site for more than seven days (i.e., extended business travel, etc.) should contact me in advance to avoid an inadvertent drop from the course. It is the student’s responsibility to coordinate with their group in such situations so as to not jeopardize any group assignments or projects.

Incomplete grades are usually reserved for students who have a **family or medical emergency during the last couple of weeks of classes**. For students who are allowed to receive an Incomplete for this course, the policy in this course will be that students must complete the course by the mid-term of following semester or their course grade will receive a one-letter reduction. The University policy states that Incompletes that are not removed by the end of the next long semester will turn into an “F.” Please maintain regular “attendance” (that is, stay up with your work **and** participation) in this class to avoid these problems.

Unit Format:

The course will consist of several units with each unit covering 3 to 4 chapters. Each unit will include several types of activities to be completed and will vary depending on the chapters covered. Examples of assignments will be reading of assigned chapters from text, written assignments, individual or group case analysis, and a unit quiz. A unit will be open for several days to allow you flexibility in when you complete your assignment, but you will be responsible to complete all assignments and the quiz within the unit dates. Since some assignments will involve other class members, daily checking of e-college announcements and emails will be necessary.

Unit Quiz: (30% of total grade)

There will be a timed, online, objective quiz (multiple choice or true/false) at the end of each unit. The dates of each quiz will be announced in advance and the student will complete the quiz within the allowed time window. Once you begin the quiz, you **MUST NOT** exit the quiz until you have submitted it for grade. It is very important that you save your work every 10 to 15 minutes or it will time you out and the quiz will close. Do not attempt to print screen or cut and paste or you will receive a "0" for the exam.

The unit exam is an individual grade and is **NOT** to be taken with or shared with anyone else in

the class. If it is determined that someone has broken any of the terms of the Academic Honesty Policy, both the giver and receiver will receive an "F" in the course and will be reported to the dean. If you know of any student cheating in this or any other course, you are encouraged to report it to me immediately. Your identity will not be revealed.

Unit Assignments: (30% of total grade)

Unit assignments may include individual and group written assignments. Knowing and understanding the key terms in this course is critical both for success on the unit exams and future business success. Individual and group written assignments allow you to apply what you are learning to real world situations. All of these assignments are chosen to allow you to learn and apply the knowledge that you are learning for future use in the business world.

Semester Project: (40% of total Grade)

Small Group Business Plan. Student teams (5 to 6 members) will develop and present a business plan for the creation, acquisition or expansion of a small business. The particular business idea to be developed must be approved by the instructor. Throughout the course of the semester, your group will work through the process of writing the different sections of a business plan. At the end of the semester you will combine your sections into one document (with any changes as needed) and create a power point presentation of the high points of your plan. All business plans must represent a **realistic business situation** that could be implemented if a student, student team, or other entrepreneur chose to do so.

For purposes of this project, there are 3 “types” of plans:

1. A plan for the creation of a new small business or acquiring a franchise.
2. A plan for the (full or partial) acquisition of an existing small business.
3. A plan for the expansion or change of an existing small business.

The business plan grade will be based upon all of the individual parts of the group business plan. The grade will be a culmination of the two rough drafts, the final written plan, a power point presentation and your own team member's evaluations of your individual performance: Rough Draft A = 5% of the final grade, Rough Draft B = 5% of the final grade, Complete Written Plan = 15% of the final Grade, Power Point Presentation = 5% of the final grade, Team Member Evaluation = 10% of the final grade (see form in Appendix A below).

See Requirements below in Appendix A.

NOTICE: this syllabus is a *guideline* of what I have planned for this course this semester.... it is always in a state of change. In the “real world” managers must react to change as situations dictate...this is how I teach this class. If I see an opportunity to improve the learning experience by adding or deleting an assignment (and making the necessary points adjustments), I will not hesitate to make any changes that I feel are necessary.

Tentative Course Schedule:

Class: MGT 308.0W

Semester: Summer 1, 2014 Class Schedule:

(All unit assignments and exams are due at 11:59 pm on the final day of the unit)

Unit	Dates	Chapter(s)	Activities
1	07-013 July	Begin reading Chapters 6 - 9	eCollege Tutorial / Syllabus Quiz/Academic Honesty Policy. Complete Assignment 1 and Group Assignment 1. NO exam for Unit 1.
2	014-20 July	Finish Reading Chapters 6 – 9.	Complete Assignment 2 and Group Rough Draft Pt. A/ Exam 1 over Chapters 6 - 9 (online).
3	21-27 July	14, 17, 19 & 20	Complete Assignment 3 and Group Rough Draft Pt. B/ Exam 2 over Chapters 14, 17, 19 & 20 (online).
4	28-03 July/Aug	1, 2, 3, 4 & 5	Complete Assignment 4, Written Marketing Plan, Power Point Presentation and Individual Team Member Evaluation
5	04-07 August	No New Material	Complete Exam 3 over Chapters 1, 2, 3, 4 & 5 (online).
			NOTICE: this syllabus is a guideline of what I have planned for this course this semester.... it is always in a state of change. In the “real world” managers must react to change as situations dictate...this is how I teach this class. If I see an opportunity to improve the learning experience by adding or deleting an assignment (and making the necessary points adjustments), I will not hesitate to make any changes that I feel are necessary.

Students with Disabilities:

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

**Office of Student Disability Resources and Services
Texas A&M University-Commerce
Halladay Student Services Building
Room 303 A/D**

Phone (903) 886-5150 (903) 886-5150 or (903) 886-5835 (903) 886-5835

Fax (903) 468-8148

Appendix A:

Contents of a Business Plan (See Chapter 6 of Text)

For purposes of this project, there are 3 “types” of plans:

1. A plan for the creation of a new business or acquiring a franchise.
2. A plan for the (full or partial) acquisition of an existing business.
3. A plan for the expansion or change of an existing business.

Required: Title or Cover Page

Table of Contents

Executive Summary

Mission Statement
Company Overview
Product(s) Description; Services Plan
Market Analysis and Plan (Chap 7, 16,17)
Management Plan (Chap 8, 19-22)
Operating Plan (Chap 9, 13, 20)
Financial Plan (Chap 10, 11, 22, 23)
Appendices (As Required)
As Needed: Company History
Legal Structure and Form of Acquisition
Involvement of Other Investors
Exit Strategy for Investors (Chap 12)
Potential for Public Offering
Other information important to analyzing the Plan

Rough Drafts

As noted in the class schedule, each team is required to submit two "rough drafts". Each draft is to cover only certain portions of the business plan as shown below. The purpose of the rough drafts is to provide some measure of progress being made and to ensure that each team is on course for successful completion. The drafts may be thought of as a status report. If additional information is needed to complete a draft of a section, merely describe the actions that are being taken to gather the information and/or finalize any decisions.

Note: Drafts will receive a grade. In addition, failure to turn in a draft will result in 5 points being taken off the grade given to the final written report (Along with a zero in this component of the classroom participation grade).

Minimum Contents of Drafts:

Draft A:

Group Business Plan (Rough Draft A): This needs to be in paragraph form with section headings

(Complete the following sections for your company your group has chosen: See outline page 159.)

1. The Industry, Target Customers, and Competitors: (this is section II. on the outline on page 159).
2. The Company: See "Company Description" and questions to answer on page 162 (this is III. on the outline on page 159).
3. The Team: (this is section VIII. on the outline on page 159).
4. Marketing Plan: from page 162. (this would be part IV. from the example business plan on page 159).

5. Group SWOT Analysis:

Your business plan group needs to complete a SWOT analysis for your company and place it in this dropbox. It should be incorporated into your business plan. Be sure to review pages 80-81 in your book. ONLY your group leader will put it in their dropbox. Be SURE to include all group members on the cover sheet.

When it is complete, one member of your group is to place in their dropbox. Be sure this assignment has a cover page with all members listed...be sure to note on the cover page if someone did not participate.

Make sure it is double spaced and in paragraph form with section headings. Be sure to cite all sources in the body of the paper and in references at the end. Make sure you follow APA format.

Draft B:

Group Business Plan (Rough Draft B): This needs to be in paragraph form with section headings

Complete the following sections for your company your group has chosen:

1. Operations Plan: See "Operations and Development Plan" on page 163 (this is Section V. on the outline on page 159).
2. Development Plan: See "Operations and Development Plan" on page 163 (this is Section VI. on the outline on page 159).
3. The Growth Plan: (this is VII. on the outline on page 159).
4. The Financial Plan: (this is IX. on the outline on page 159).
5. The Executive Summary: Team: (this is I. on the outline on page 159).

When it is complete, one member of your group is to place in their dropbox. Be sure this assignment has a cover page with all members listed...be sure to note on the cover page if someone did not participate.

Make sure it is double spaced and in paragraph form with section headings. Be sure to cite all sources in the body of the paper and in references at the end. Make sure you follow APA format.

Team Member Evaluation Form: (10% of final grade)

For the criteria, evaluate each of your team members (including you) below.

Group Number: _____

Team Mbrs Criteria	Put Your Name Here	Name?	Name?	Name?	Name?	Name?
Responsibility						

(20 points)						
Quality Work (20 points)						
Timeliness (20 points)						
Team Player (20 points)						
Communication (Stayed in touch with the team on a regular basis) (20 points)						
Point Total (Add Up All Points From Above) (Up to 100)						
Other Comment (Please specify)						
Who did the PowerPoint Slides?						
Who compiled the final paper?						

Appendix B:

Written Assignment Rubric

Proficient	Needs Improvement	Unacceptable
Applied text and personal experiences and utilized and applied appropriate theories and concepts correctly. (25-30 points)	Minimal application of text and personal experiences with minor errors in utilization and application of appropriate theories and concepts. (20-25 points)	No text or personal application and did not utilize or apply theories and concepts correctly. (10-20 points)
Appropriately addressed key requirements and/or questions of the assignment (55-60 points)	Addressed some of the key requirements and/or questions of the assignment (45-55 points)	Did not address the key requirements and/or questions of the assignment (40-45 points)
No errors in spelling, grammar, or APA formatting (10 points)	Minor errors in spelling, grammar, or APA formatting (5-9 points)	Major errors in spelling, grammar, or APA formatting (0-4 points)
100 - 90	89 - 70	69 - 50

Group Project Rubric
(*Rough Drafts and final project*)

Proficient	Needs Improvement	Unacceptable
Utilized appropriate theories and concepts and applied correctly (25-30 points)	Minor errors in utilization of theories and concepts with limited application. (20-25 points)	Did not utilize or apply theories or concepts correctly (10-20 points)
Appropriately addressed ALL key requirements and/or questions of the assignment (25-30 points)	Addressed some of the key requirements and/or questions of the assignment (20-25 points)	Did not address the key requirements and/or questions of the assignment (40-45 points)
All members work together on ALL sections of the assignment (not divided among members). Members utilize the appropriate tools for distance group work and overcome communication and other group challenges. (25-30 points)	Most members worked together on most sections of the assignment (some division among members). Members had limited success in using the appropriate tools for distance group work with limited success in overcoming communication and other group challenges. (25-30 points)	Members divided the sections of the assignment up between themselves (complete division among members). Members failed to use appropriate tools for distance group work and failed to overcome communication and other group challenges. (25-30 points)

No errors in spelling, grammar, or APA formatting (10 points)	Minor errors in spelling, grammar, or APA formatting (5-9 points)	Major errors in spelling, grammar, or APA formatting (0-4 points)
100 - 90	89 - 70	69 - 50