

MGT 370: New Venture Management
Fall 2021

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Office: Virtual

Office hours: By Appointment

Course Description: This course is geared towards developing the theoretical and applied knowledge necessary for students to understand entrepreneurship, the entrepreneur, and the new venture creation process as well as stimulating students' alertness towards opportunity recognition and value creation with limited resources.

Course Objectives:

The student will gain an understanding of:

1. Analyze and review different leadership styles of an organization. The student will choose a preferred leadership style.
2. Develop a deeper understanding of the entrepreneur mindset. Differentiate between a growth mindset vs a fixed mindset
3. The practical challenges of new venture management such as starting, marketing and building a competitive pricing metric system Analyzing what successful businesses are doing to attract and maintain a loyal customer base.
4. Discovering the and using the soft skills needed to interact with potential customers. How to sell yourself without selling?

Course Format: This is a fully online course; the course material and assignments will be provided via D2L or email. There is no textbook all associated material. Every student needs to log on to D2L at least once a day to check for updates.

Course Grading:

Discussions (3):	30%
Homework:	10%- Shark Tank Homework
Case Analysis (2)	30% (15% each)
Exams (1)	30% (15% each)

Grade Distribution:

> 90%	(A)
89.9% - 80%	(B)
79.9% - 70%	(C)
69.9% - 60%	(D)
< 60%	(F)

General Guideline for Assignments: Discussions and Homework are individual assignments. Business plan sections and the final business plan should be done in a group of 4-5 students depending on the student head count. You only need to submit one assignment for all the individuals on the team—in other words, each team member does not have to submit the assignment as I will give grades to all those whose names appear on the received document. Peer evaluations only need to be emailed to me if you feel that a member is performing sub-par work. In other words, I will follow a ‘management by exception’ policy for the evaluations; all members shall receive the highest score UNLESS peers submit an evaluation with sub-par ratings.

The following formatting guidelines for all written assignments should be used: typed using *12-point Times New Roman font, double spaced, one-inch margins all around, page numbering on bottom of page, no header or footer, student name or team name, assignment information, and date in upper left hand corner.*

Discussions (Individual)

Students will engage in three different discussions in the beginning of the semester. The purpose of having early discussions is to accelerate the reading and understanding of new ventures. The topics for discussion are presented below and are also available on eCollege. These discussions will serve two objectives: 1) stimulate reflection concerning pressing issues (and hopefully interesting to you) in the new venture/entrepreneurship domain, and 2) offer you the opportunity to exchange thoughts and experiences with your peers. The key to quality discussions is the value-added insights you present to the discussion. Therefore, your grade will be based on the degree to which you contribute to the discussion through insightful comments (i.e. simply stating “I also think so...” is not considered insightful). Please keep in mind that I will only consider your postings that are entered no later than **2 full days** after the established date for the discussions on the syllabus. For example, if the date for the discussion on the syllabus shows for Friday the 8th, you will have until midnight of Sunday the 10th to post your comments. The purpose of having a two-day window is to keep us all on the same topic during a given timeframe. This will also allow you sufficient time to read the posts by your peers and engage in a meaningful discussion and sharing of thoughts, ideas and insights.

Discussion 1: Please read about entrepreneurial characteristics (i.e., personality, motivations, tendencies, orientation etc.) and entrepreneurial types (i.e., lifestyle, serial etc.) and then reflect about which characteristics you identify with and which you would like to have a bit more/less of...write your post in such a way that demonstrates the knowledge of your research (make sure to use references) and explain how the findings of the research resonate with your personally.

Discussion 2: The primary construct in entrepreneurship and new venture is opportunity recognition. Please research and explain the several prominent theories concerning opportunity recognition; during this process, I want you to talk to entrepreneurs you know and ask them how they identified opportunities. During this discussion, I would like for you to research and discuss

entrepreneurial biases that influence an entrepreneur's perception as to their capabilities and their odds of successfully launching the venture.

Discussion 3: Moving from opportunity recognition to starting a new venture is a big leap. Not all individuals who recognize an opportunity necessarily start a new venture. The decision to start a new venture is a cumbersome process and there are multiple factors that influence this decision. Perform a literature review on several factors that influence entrepreneurs' intention to start a new venture. Explain how the findings resonate with your experience and/or of those people you have known (those whom you talked with during opportunity recognition discussion), and then make sure to engage in discussions with your peers. Discuss factors that you found most interesting during your research and interviews. Provide references.

Case Analysis

Students are required to work on two case analyses during the semester. Details will be provided by the instructor.

Homework assignment (Individual)

I would like for you to view episodes of 'Shark Tank' and select two businesses (one that was financed and one that wasn't financed) and investigate about the following: 1) what types of businesses were requesting financing, 2) how did they arrive at their valuation (make sure to calculate the value of the business based on how much the owners are willing to give up of the company in relation to the amount of cash the business is expected to generate), 3) did you notice any recurring questions asked by the sharks, 4) what were the primary reasons for rejecting a business and what were the reasons given to finance a business, 5) offer some other insights (what did you find interesting, shocking, intriguing...) about what you learned from listening to multiple pitches from the participants and comments from the sharks. **Most importantly**, finish your report up with some suggestions to the business that did not get the financing and some suggestions to grow for the business that was financed by the sharks.

Exams

There are two exams during the semester. The exams are short answer type.

COURSE COMMUNICATION: Students are required to check their e-mail at least once a day for class information. The primary mode of communication in this class will be e-mail messaging. You should also log in to the D2L for any announcements, course documents, to post comments on the discussion board, and to check grades. All the audio and video files will be uploaded to D2L.

TECHNOLOGY REQUIREMENTS LMS: All course sections offered by Texas A&M University-Commerce have a corresponding course shell in the myLeo Online Learning Management System (LMS). Below are technical requirements LMS Requirements:
<https://community.brightspace.com/s/article/Brightspace-Platform-Requirements>

LMS Browser Support:

https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.htm

Other support options can be found here:

<https://community.brightspace.com/support/s/contactsupport>

ACCESS AND NAVIGATION You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or helpdesk@tamuc.edu. Note: Personal computer and internet connection problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. Each student needs to have a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, Starbucks, a TAMUC campus open computer lab, etc.

Students with Disabilities: The Americans with Disabilities Act (ADA) is a federal antidiscrimination 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 believe you have a disability requiring an accommodation, please contact the Office of Student Disability Resources and Services, Texas A&M-Commerce, Gee Library, Room 132 – Phone (903) 886-5150 or (903) 886-5835 – Fax (903) 468-8148 – StudentDisabilityServices@tamuc.edu

CAMPUS CONCEALED CARRY:

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in Texas A&M University-Commerce buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and A&MCommerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations. For a list of locations, please refer to (<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>) and/or consult your event organizer). Pursuant to PC 46.035, the open carrying of handguns is prohibited on all A&M-Commerce campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

UNIVERSITY nondiscrimination statement:

A&M-Commerce will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

Code of Student Conduct: All students will follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. See Student’s Handbook, Rules, and Procedures, Code of Student Conduct <http://www.tamuccommerce.edu/studentlife/guidebook67.pdf>. College of Business professors do not tolerate **plagiarism** and other forms of academic **dishonesty**. Instructors “are expected to uphold and support student integrity and honesty by maintaining conditions that encourage and enforce academic honesty. Conduct that violates generally accepted standards of academic honesty is "**Academic dishonesty.**" **It includes, but is not limited to, plagiarism (the appropriation or stealing of the ideas or words of another and passing them off as one's own), cheating on exams or other course assignments, collusion (the unauthorized collaboration with others in preparing course assignments), and abuse (destruction, defacing, or removal) of resource material.**” See 13.99.99.R0.10 Academic Honesty at http://www.tamuCommerce.edu/administration/Rules%26Procedures/rules_procedures.asp?RID=97. In accordance with the Texas A&M University-Commerce Code of Student Conduct Section 5.b [1, 2, 3], the penalties for students guilty of academic dishonesty include **disciplinary probation, suspension, and expulsion. Also, you will receive an “F” for this course. Please be aware that it is YOUR responsibility to ensure that any document that contains your name follows these guidelines; all group members will receive the same sanction regardless of who specifically incurred in the infraction.**

Course Schedule

Week	Days	Topics: Text Chapters	Work Due by 11:59PM on mentioned days
1	Aug 30- Sep 3	Introduction, what is Entrepreneurship? What is a New Venture? Expectations...	Honesty Policy: Sep 01

		First Live Session: Aug 30, 7:00 pm	
2	Sep 6 - Sep10	Discussion 1: Please read about entrepreneurial characteristics (i.e., personality, motivations, tendencies, orientation etc.) and entrepreneurial types (i.e., lifestyle, serial etc.) and then reflect about which characteristics you identify with and which you would like to have a bit more/less of...write your post in such a way that demonstrates the knowledge of your research (make sure to use references) and explain how the findings of the research resonate with your personally.	Discussion 1: Original Main Post Due Sep 10 th . Follow up post comments due Sep 12 th .
3	Sep 13- Sep 17	https://www.youtube.com/watch?v=WAMwyAm0ySw Monday- Watch this video regarding Entrepreneur Mindsets Thursday- Post After viewing this Ted Talk, what did you learn about entrepreneurs as it relates to idea flexibility, creativity and failing wisely?	YouTube Video Main Post are due Sep 17 th . Follow up comments due Sep 19 th .
4	Sep 20- Sep 24	The Entrepreneur and Entrepreneurial Characteristics How we view the world? Steven Joseph Dawson (Pre Recorded)	Lecture Main Posts are due Sept 24 th . Follow up comments due Sep 26 th .
5	Sep 27- Oct 1	Discussion 2 Monday: The primary construct in entrepreneurship and new venture is opportunity recognition. Please research and explain the several prominent theories concerning opportunity recognition; during this process, I want you to talk to entrepreneurs you know and ask them how they identified opportunities. During this discussion, I would like for you to research and discuss entrepreneurial biases that influence an entrepreneur's perception as to their capabilities and their odds of successfully launching the venture.	Main posts are due October 1 st . Follow up comments are due October 3 rd .

6	Oct 4-Oct 8	<p>Monday</p> <p>https://www.balderton.com/build/anatomy-of-a-venture-capital-investment/</p> <p>https://www.thehartford.com/business-insurance/strategy/business-financing/venture-capital</p> <p>Read the above articles and discuss the potential pros and cons of receiving VC assistance when starting a new business</p> <p>Thursday</p> <p>Real World Business Conversation Andre Riley- Chief Revenue Officer Arcade- Start up and fundraising. How? (Pre- Recorded) Audio Link will be provided</p>	<p>Main Posts are due October 8th.</p> <p>Follow up comments are due October 10th.</p>
7	Oct 11-Oct 15	<p>Monday-Review these videos and share your thoughts on the importance of marketing and branding</p> <p>https://www.youtube.com/watch?v=s3B7OeEHGRo</p> <p>https://www.youtube.com/watch?v=keCwRdbwNOY</p> <p>Thursday- Why and how did Apple become so successful, how did their branding and marketing contribute to their success?</p>	<p>Main Posts are due by October 15th.</p> <p>Follow up comments are due by October 17th</p>
8	Oct 18-Oct 22	<p>Entrepreneurial Intention to Start Business</p> <p>2nd Live Session: Sept 20th @ 7pm</p> <p>Your Why to Who and How</p> <p>What is your company mission, product and target audience?</p>	

9	Oct 25 th -Oct 29 th	<p>Real World Business Conversation James Stafford III Attorney at law Branding yourself and Marketing</p> <p>Zoom Video Link will be provided for Discussion</p>	
10	Nov 1 st - Nov 5 th	<p>Discussion 3: Moving from opportunity recognition to starting a new venture is a big leap. Not all individuals who recognize an opportunity necessarily start a new venture. The decision to start a new venture is a cumbersome process and there are multiple factors that influence this decision. Perform a literature review on several factors that influence entrepreneurs' intention to start a new venture. Explain how the findings resonate with your experience and/or of those people you have known (those whom you talked with during opportunity recognition discussion), and then make sure to engage in discussions with your peers. Discuss factors that you found most interesting during your research and interviews. Provide references.</p>	<p>Main Post are due by November 5th.</p> <p>Follow up comments are due by November 7th.</p>
11	Nov 8 th - Nov 12 th	<p>Please review this article and video on Management Style. https://www.imd.org/imd-reflections/reflection-page/leadership-styles/ https://www.youtube.com/watch?v=Rmqsv1293Rk</p> <p>Which is your style of leadership?</p> <p>Which style do you think is the least effective and why?</p>	<p>Main Posts are due by November 12th.</p> <p>Follow up comment posts are due by November 14th.</p>
12	Nov 15 th - Nov 19 th .	<p>Real World Business Conversation – Start here tomorrow. Management Style & Hiring Decisions Ron Coble- Retired VP of Farmers Insurance</p>	Case 2: Due Nov 15

		Audio Link will be provided	
13	Nov 22- Nov 26	What is your leadership style.	Homework: Due Nov 22
14	Nov 29- Dec 3	Thanksgiving Break	
15	Dec 6 - Dec 10	Nik Naks Business Case	
16	Finals Week		Exam 2: Due Dec 7

This is a tentative schedule. I do not intend to change the schedule however, any unforeseen event during the semester may affect the schedule.