

MGT 308—ENTREPRENEURIAL STRATEGY
Spring, 2024

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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, MKT 306

Course Student Learning Outcomes:

1. Identify the challenges of starting/acquiring, financing, and operating a successful small business.
2. Understand various business functions such as company structures, market analysis and plans, management, operations, and financial planning/reporting from the perspective of an entrepreneur and small business owner.
3. Creating and writing a business plan including the skills required in practical business writing, analysis, and presentation before critical reviewers.
4. Work in teams for a realistic business situation that could be implemented if a student, student team, or other entrepreneur choose to do so. This includes basic team disciplines for managing and completing projects over extended time periods.

College of Business Student Learning Outcomes:

1. Students will demonstrate proficiency in spoken communications by delivering clear and well-structured business presentations.
2. Students will demonstrate proficiency in written communications by creating clear and well-structured business documents.
3. Students will identify and evaluate ethical business issues.
4. Students will identify and evaluate global business challenges.
5. Students will be analytical problem solvers in business environments.

Course Text: No textbook required; we will follow Steve Blanks free course on Udacity: How to Build A Startup; The Lean Launchpad

Communication: The main means of communication for this course will be via email—I check my email several times per day. If you email me a question that I consider might benefit the rest of the class, I will email the question with a response to the entire class. I do not use all the functions available on D2L. Primarily, I will be sharing with you interesting websites and other learning aids and we will be conducting our assignments through the “discussion” space in D2L.

Course Grading: This class has ten (10) equally weighted team-based assignments. Five points extra credit will be given to students who exhibit their final projects at the Lions

Innovation Showcase held towards the end of the semester (details will be shared early in the semester).

All assignments will be in the form of video presentations (max. 5 minutes) with the following PowerPoint slides submitted in the appropriate discussion post for the week:

1. Cover slide:
 - a. Number and role of stakeholders spoken to this week
 - b. Total number spoken to
 - c. Three sentence description of what the team does and why I should care
 - d. Market size (TAM, SAM, TM and did it change this week)
2. Updated Business Model Canvas – week to week changes shown in red; multi-sided markets shown in different colors
3. What did you learn about ‘topic of the day’
 - a. Hypothesis: Here’s what we thought
 - b. Experiments: Here’s what we did
 - c. Results: Here’s what we found
 - d. Action: Here’s what we are going to do next
4. Diagram (if appropriate) of what you learned this week (e.g., customer workflow, payment flows, distribution channel diagram)
5. Comment (i.e., make suggestions, insights, thoughts) on two (2) other projects and respond to comments on your project

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 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 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@tamu-commerce.edu

Campus Concealed and 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&M-Commerce 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/rulesProcedure/s/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.tamuc.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.tamuc.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.**

January

Class 1 Wednesday 10: Live session @ 7PM: Course overview, expectations & intro to entrepreneurship, idea generation and design thinking

Start watching

- Before You Get Started
- What We Now Know

Idea Generation

Class 2 Wednesday 17:

Start watching: Business Model and Customer Development (both chapters/videos)

Class 3 Wednesday 24:

Start watching

General: <https://www.linkedin.com/learning/entrepreneurship-finding-and-testing-your-business-idea>

Brief Stanford student explanation: https://www.youtube.com/watch?v=LfdIt_8lMFo

Design thinking: Design Thinking for Entrepreneurs| New Venture Launch
<https://www.youtube.com/watch?v=yF6FxK9fBIE>

Excellent at interviewing to learn: <https://www.youtube.com/watch?v=rk465EH3cT8>
Stanford Webinar: https://www.youtube.com/watch?v=GeUXQ_L-35M

Extra: https://www.youtube.com/watch?v=N6bSAy_vtOw

Business Model Canvas

Class 4 Wednesday 31: **Submit assignment 1:** First version of the business model canvas

February

Class 5 Wednesday 7: Live session @ 6PM: Value proposition, MVP, & customer segments

Start watching: Value proposition

Class 6 Wednesday 14: **Submit assignment 2:** Value proposition

Class 7 Wednesday 21:

Submit assignment 3: MVP

Start watching: Customer segments

Class 8 Wednesday 28: Live session @ 6PM: Channels & customer relationships

Submit assignment 4: Customer segments

Start watching: Channels

March

Class 9 Wednesday 6:

Submit assignment 5: Channels

Start watching: Customer relationships

Class 10 Wednesday 13: Live session @ 6PM: Revenue model, partners, and resources, activities, and costs

Submit assignment 6: Customer relationships

Start watching: Revenue model

Class 11 Wednesday 20:

Submit assignment 7: Revenue model

Start watching: Partners

Class 12 Wednesday 27:

Submit assignment 8: Partners

Start watching: Resources, activities, and costs

April

Class 13 Tuesday 3: **Submit assignment 9:** Resources, activities, and costs

Class 14 Wednesday 10: Live session @ 6PM: Business Plan Pitch (Venture College; check time/date)

Class 15: Wednesday 17: Work on final business canvas and pitch

Class 16: Wednesday 24: Work on final business canvas and pitch

May

Class 17: Wednesday 1: **Submit assignment 10:** Final business canvas pitch & lessons learned