



EAST TEXAS A&M

MGT 308-01W: Entrepreneurial Strategy

COURSE SYLLABUS

Term: SPRING

Year: 2025

INSTRUCTOR INFORMATION

Instructor: Sheriff Osni

Office Location: Online, Remote

Class Time: Live Zoom Call & Video Conferencing every Wednesday and Thursday 9 PM – 9:30 PM, Central Time

Office Hours: By email, or Virtual Zoom Call or Video Conferencing by Appointment Monday-Friday 1 PM to 9 PM (Except Holidays)

Office Phone: N/A

University Email Address: Sheriff.Osni@tamuc.edu (Email from the D2L Course Classlist **Only**.)

Preferred Form of Communication: Email from the D2L Course Classlist **Only**. Specify your full name if your academic email address does not contain/reveal your full name.

Communication Response Time: 24 hours or less, except on weekends, college breaks, and Public Holidays.

COURSE INFORMATION

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 Text: Laverty, Michael, and Little, Chris. (2020). *Entrepreneurship*. Rice University, OpenStax™. <https://openstax.org/details/books/entrepreneurship>. \$0 cost.

The syllabus/schedule are subject to change.

(Click on the OpenStax link; on left side, look for “Get the Book” as shown below; and click on “Download a PDF”)

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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 chooses to do so. This includes basic team disciplines for managing and completing projects over extended time periods.

College of Business (COB) Student Learning Outcomes (SLOs):

- 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.

Continues on next page...

COB Student Learning Outcomes (SLOs)	Course Outcomes - After successfully completing this course, students will be able to:	Measurement Methods (Outcome Assessments)
2, 3, 4, & 5	<ul style="list-style-type: none"> • Identify the challenges of starting/acquiring, financing, and operating a successful small business. • 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. • Create and write a business plan including the skills required in practical business writing, analysis, and presentation before critical reviewers. • 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. 	<ul style="list-style-type: none"> • Assignments • Discussions • Exams • Final Business Plan Project • Quizzes

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GRADING

Final grades in this course will be based on the following scale:

- A = 90% – 100%
- B = 80% – 89%
- C = 70% – 79%
- D = 60% – 69%
- F = 59% or Below

Course Grading:

Quizzes.....	25%
Discussions.....	20%
Assignments.....	25%
Final Project: Business Plan.....	30%

Total	100%
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ATTENDANCE POLICY: Zoom meeting attendance is not mandatory. All the class presentations will be live telecasted via Zoom and the recordings of the lectures will be available in D2L for later viewing. **Your weekly D2L Course attendance is imperative to your success and will be monitored through the Class Progress.**

MAKE-UP POLICY: **Unless there is an officially documented reason for missing an exam, no make-up assignments, discussions, or exams will be given.**

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 East Texas A&M University 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

Download the free for students **Microsoft Office 365 Education**, onto your PC or Laptop. For this course, Google Docs, online MS Office 365, or any older version of MS

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Office, and other than PC or Laptop will not work for the needed Business Plan Template structure, assignments, and the Final Project.

Zoom Video Conferencing Tool

Zoom Lectures: Each student is required to download Zoom software on their computer or use it through a web browser.

Other support options can be found here:

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

https://inside.tamuc.edu/campuslife/CampusServices/CITESupportCenter/Zoom_Account.aspx?source=universalmenu

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, East Texas A&M campus open computer lab, etc.

COMMUNICATION AND SUPPORT

If you have any questions or are having difficulties with the course material, please contact me via email from the D2L Course Classlist, specifying your full name of your college email address does not contain/reveal your full name.

Technical Support

If you are having technical difficulty with any part of Brightspace, please contact **Brightspace Technical Support** at 1-877-325-7778. Other support options can be found here: <https://community.brightspace.com/support/s/contactsupport>

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COURSE AND UNIVERSITY PROCEDURES/POLICIES

Course Specific Procedures/Policies

Syllabus Change Policy

The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance.

University Specific Procedures

Student Conduct

All students enrolled at East Texas A&M University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. The Code of Student Conduct is described in detail in the [Student Guidebook](#).

<http://www.tamuc.edu/Admissions/oneStopShop/undergraduateAdmissions/studentGuidebook.aspx>

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum:

<https://www.britannica.com/topic/netiquette>

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/Admissions/oneStopShop/undergraduateAdmissions/studentGuidebook.aspx>. 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/Admissions/oneStopShop/undergraduateAdmissions/studentGuidebook.aspx>. In accordance with the East Texas A&M 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.**

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East Texas A&M Attendance

For more information about the attendance policy please visit the [Attendance](#) webpage and [Procedure 13.99.99.R0.01](#).

<http://www.tamuc.edu/admissions/registrar/generalInformation/attendance.aspx>

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/academic/13.99.99.R0.01.pdf>

Academic Integrity

Students at East Texas A&M are expected to maintain high standards of integrity and honesty in all of their scholastic work. For more details and the definition of academic dishonesty see the following procedures:

[Undergraduate Academic Dishonesty 13.99.99.R0.03](#)
[Undergraduate Student Academic Dishonesty Form](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/documents/13.99.99.R0.03UndergraduateStudentAcademicDishonestyForm.pdf>

[Graduate Student Academic Dishonesty Form](#)

<http://www.tamuc.edu/academics/graduateschool/faculty/GraduateStudentAcademicDishonestyFormold.pdf>

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/undergraduates/13.99.99.R0.03UndergraduateAcademicDishonesty.pdf>

Students with Disabilities — ADA Statement

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

East Texas A&M

Velma K. Waters Library Rm 162

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

Fax (903) 468-8148

Email: studentdisabilityservices@tamuc.edu

Website: [Office of Student Disability Resources and Services](#)

<http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/>

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Nondiscrimination Notice

East Texas A&M 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.

Campus Concealed Carry Statement

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in East Texas A&M 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 East Texas A&M Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations.

For a list of locations, please refer to the [Carrying Concealed Handguns On Campus](#) document and/or consult your event organizer.

Web url:

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all East Texas A&M campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

East Texas A&M Supports Students' Mental Health

The Counseling Center at East Texas A&M, located in the Halladay Building, Room 203, offers counseling services, educational programming, and connection to community resources for students. Students have 24/7 access to the Counseling Center's crisis assessment services by calling 903-886-5145. For more information regarding Counseling Center events and confidential services, please visit www.tamuc.edu/counsel

AI Use in Courses (Draft)

East Texas A&M acknowledges that there are legitimate uses of Artificial Intelligence, ChatBots, or other software that has the capacity to generate text, or suggest replacements for text beyond individual words, as determined by the instructor of the course.

Any use of such software must be documented. Any undocumented use of such software constitutes an instance of academic dishonesty (plagiarism).

Individual instructors may disallow entirely the use of such software for individual assignments or for the entire course. Students should be aware of such requirements and follow their

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instructors' guidelines. If no instructions are provided the student should assume that the use of such software is disallowed.

In any case, students are fully responsible for the content of any assignment they submit, regardless of whether they used an AI, in any way. This specifically includes cases in which the AI plagiarized another text or misrepresented sources.

13.99.99.R0.03 Undergraduate Academic Dishonesty

13.99.99.R0.10 Graduate Student Academic Dishonesty

COURSE OUTLINE / CALENDAR

See the D2L Course Page for all the up-to-date necessary requirements, assignments, discussions, and quizzes' timelines, and deadlines.

Business Plan Assignments

The purpose of these individual assignments are to break down the challenging various components of the business plan into manageable pieces. Please note that your final business plan, which is explained next, will be the compilation of all of the business plan assignments. Each assignment of the business plan includes in-depth research and analysis of each individual function (i.e., laws, rules, regulations, industry standards, industry and target demographics, life-cycle, and last but not least, the financial pro forma). Each assignment of the business plan will be graded based upon *clarity*, *details*, and *specificity* (CDS), *qualitative* and *quantitative* (Q&Q) depth and breadth of analyses, and timeliness (meeting the timeline and deadline) for every particular assignment.

This assignment also addresses COB Student Learning Objective 2: Students will demonstrate proficiency in *written communications* by creating clear and well-structured business documents.

This assignment also addresses COB Student Learning Objective 5: Students will be *analytical problem solvers* in business environments.

Final Business Plan Project

The purpose of the Final Project is to compile all the individual assignments into a first draft, alpha version, and work-in-progress Business Plan consisting of the qualitative and quantitative Management Plan, Marketing Plan, and the Financial Plan's six financial *pro forma*.

The business plan outline and structure will be introduced weekly on D2L through the various assignments. (**Course Objective 1, 2, 3, 4, & 5**).

This assignment also addresses COB Student Learning Objective 2: Students will demonstrate proficiency in *written communications* by creating clear and well-structured business documents.

The syllabus/schedule are subject to change.

This assignment also addresses COB Student Learning Objective 5: Students will be *analytical problem solvers* in business environments.

Quizzes (Individual)

There are weekly quizzes throughout the semester. The quiz will be on the weekly covered chapter. (**Course Objective 1**).

SPRING 2025 CALENDAR

WEEK	MONDAY	FRIDAY
1	1/13/25	1/17/25
2	1/20/25	1/00/25
3	1/27/25	1/00/25
4	2/03/25	2/00/25
5	2/10/25	2/00/25
6	2/17/25	2/00/25
7	2/24/25	2/00/25
8	3/03/25	3/00/25
9	3/10/25	3/00/25
10	3/17/25	3/00/25
11	3/24/25	3/00/25
12	3/31/25	3/00/25
13	4/07/25	4/00/25
14	4/14/25	4/00/25
15	4/21/25	4/00/25
16	4/28/25	4/00/25

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Course Schedule

(This is a tentative schedule that is subject to adjustment/change at the instructor's discretion)

While there is no intention to change the schedule, certain circumstances might arise during the semester that may require adjusting/changing the schedule.

WEEK	TEXT CHAPTERS	ACTIVITIES / ASSIGNMENTS
1	General Introduction & Overview	<ol style="list-style-type: none"> 1. Acquire the required textbook 2. Download MS Office 365 3. Develop a daily routine to check your emails 4. Assignment: Personal Introduction
2	Read Chapter 1 The Business Plan Project Template Layout	<ol style="list-style-type: none"> 1. Complete the Discussion (See D2L Course Page) 2. Complete Quiz 1 (See D2L Course Page) 3. Submit Assignment: the Business Plan Project Template Layout in APA, in MS Word Document: the Cover Page
3	Refer to my email updates and the posted materials on D2L Course Page	<ol style="list-style-type: none"> 1. Complete the Discussion 2. Complete the Quiz 3. Submit Assignment
4	Refer to my email updates and the posted materials on D2L Course Page	<ol style="list-style-type: none"> 1. Complete the Quiz 2. Submit Assignment
5	Refer to my email updates and the posted materials on D2L Course Page	<ol style="list-style-type: none"> 1. Complete the Quiz 2. Submit Assignment
6	Refer to my email updates and the posted materials on D2L Course Page	<ol style="list-style-type: none"> 1. Complete the Quiz 2. Submit Assignment
7	Refer to my email updates and the posted materials on D2L Course Page	<ol style="list-style-type: none"> 1. Complete the Quiz 2. Submit Assignment
8	Refer to my email updates and the posted materials on D2L Course Page	<ol style="list-style-type: none"> 1. Complete the Quiz 2. Submit Assignment
9	Refer to my email updates and the posted materials on D2L Course Page	<ol style="list-style-type: none"> 1. Complete the Quiz 2. Submit Assignment

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10	Refer to my email updates and the posted materials on D2L Course Page	<ol style="list-style-type: none"> 1. Complete the Quiz 2. Submit Assignment
11	Refer to my email updates and the posted materials on D2L Course Page	<ol style="list-style-type: none"> 1. Complete the Quiz 2. Submit Assignment
12	Refer to my email updates and the posted materials on D2L Course Page	<ol style="list-style-type: none"> 1. Complete the Quiz 2. Submit Assignment
13	Refer to my email updates and the posted materials on D2L Course Page	<ol style="list-style-type: none"> 1. Complete the Quiz 2. Submit Assignment
14	Refer to my email updates and the posted materials on D2L Course Page	<ol style="list-style-type: none"> 1. Complete the Quiz 2. Submit Assignment
15	Refer to my email updates and the posted materials on D2L Course Page	<ol style="list-style-type: none"> 1. Complete the Final Quiz 2. Submit Final Assignment 3. Submit the Final Business Plan Assignment Project
16	FINAL WEEK: Finalizing Grades	

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