

MGT 308—ENTREPRENEURIAL STRATEGY
SUMMER I, 2025- Section 01W

Instructor: Dr. Saurabh Srivastava
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Live Sessions:
Office: BA 305
Office hours: Virtual - By Appointment.

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 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 the business plan. Emphasis is given to understanding, creating and presenting a business plan. This 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 choose to do so. This includes basic team disciplines for managing and completing projects over extended time periods.

Course Text: Longenecker, J., Petty, J., Palich, L., & Hoy, F. Small business management: Launching and growing entrepreneurial ventures. (19th Edition). Cengage Learning: Stamford, CT. ISBN-13: 9780357696934

Course Grading:

Exam (3).....	300 points (100 points each)
Opportunity Recognition.....	50 points
Discussion Posts (3)	150 (50 points each)
<u>Final Exam.....</u>	<u>200 Points</u>
Total.....	700 Points

General Guideline for Assignments:

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 the bottom of the page, no header or footer, student name or team name, assignment information, and date in the upper left-hand corner.

Exam (Individual)

There will be a total of four (4) MC/T-F question-type exams. The final exam is a comprehensive exam and covers all the material from the semester. The first three exams are 40 questions each. Students will have 80 minutes to complete the exam. The final exam is 50 multiple-choice/true-false questions, and students will have 100 minutes to complete the exam. Please see the course schedule for the exact date and time for these exams.

Opportunity Recognition

In this assignment, students will identify and submit two business opportunities that they think can be a successful venture. The detail instructions of this assignment are available in D2L. Details will be provided during the first live session.

DISCUSSION/PARTICIPATION: There are three (3) discussion topics. I expect each student to be an active participant. The discussions may be about a case in the book or a general business topic. *Students are required to post an original post and reply to at least four (4) other classmates' posts. These Replies/comments should be meaningful and must add to the topic. The original post is worth 50% of the discussion grade. Each mandatory comment is worth 12.25%. The original post must be posted by Friday, 11:59 pm of the respective week.*

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-commerce.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.tamcommerce.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 11:59 PM on the mentioned days
1	June 2 - June 8	Chapter 1: The Entrepreneurial Life Chapter 3: Starting a Small Business Chapter 8: The Organizational Plan First Live Session: June 3, 5:00 pm.	Honesty Policy: June 8
			Exam 1: Due June 8 <i>Discussion 1 (Original post due on Friday, June 6; Comments due on Sunday, June 8)</i>
2	June 9 – June 15	Chapter 7: The Marketing Plan Chapter 15: Product Development and SCM Chapter 16: Pricing & Credit Decision Second Live Session: June 10, 5:00 pm.	Exam 2: Due June 15 <i>Discussion 2 (Original post due on Friday, June 13; Comments due on Sunday, June 15)</i>
3	June 16 – June 22	Chapter 17: Promotional Planning Chapter 9: The Location Plan Chapter 14: Building Customer Relations	Exam 3: Due June 22 <i>Discussion 1 (Original post due on Friday, June 20; Comments due on Sunday, June 22)</i>
		Third Live Session: June 17, 5:00 pm	
4	June 23 – June 29		Opportunity Recognition: Due June 29
5	June 30 – July 3	Final Exam (Comprehensive)	Due July 2

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