



MGT 308 Entrepreneurship Spring 2026, Section 01W

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.

PREREQUISITE

Junior standing, MGT 305, MKT 306

COURSE INFORMATION

Professor: Dr. Tami Knotts

Email: tami.knotts@etamu.edu

Office Hours: Via email. Email is the primary and preferred mode of communicating in this class. Typical response time is 24-48 hours. Be sure to use professional email protocol. See Interaction with Instructor guidelines on page 6.

REQUIRED COURSE MATERIALS

- Portolese, L., Krause, J., & Bonner, J. R. (2025). Entrepreneurship (Vol. 3). Flatworld Publishing, ISBN (Digital): 979-8-88794-441-8
(<https://students.flatworldknowledge.com/engage/courses/2616096>) (Any format)
- See Technology Requirements on pages 4-5

CLASS STRUCTURE

MGT 308 is a 100% online course delivered via D2L. The Module To-Do List each week describes required assignments and tasks (e.g., readings, exams, assignments, etc.). Remember to check the MGT 308 D2L site daily for announcements. Online interactions in MGT 308 occur asynchronously. Each course module covers a specific time period, and course requirements must be submitted by the deadline. Regardless of your current time zone location, course due dates are based on Central Time (CT).

- Each module opens and closes at designated times on its appropriate week.
- Previous modules remain open, but late submissions for prior work are not allowed.
- See the Course Schedule and D2L for official start and end dates/times for each module.
 - All modules close on **Sunday at 11:00 p.m. CT** of their appropriate week.

- Exams are **only open during a designated window**, not the entire module or week (see Course Schedule for exam open and close times).
- Please be aware that this MGT 308 course may differ in terms of course requirements, grading, and course expectations than other undergraduate courses you have taken.

LEARNING OUTCOMES

- Demonstrate an understanding of entrepreneurship concepts and terminology.
- Gain knowledge of business plan components and the business planning process.
- Understand entrepreneurial business strategies.

MEANS OF ASSESSMENT

Class Introduction (10 points)

Students will be required to introduce themselves to the class by acknowledging future exam dates and sharing educational and professional details. See Course Schedule and D2L for due dates.

Module Quizzes (120 points)

Students will be required to complete twelve module quizzes worth 10 points each. Module quizzes consist of 10 questions (true/false, multiple choice, or short answer) and test knowledge of the material covered in the corresponding chapter(s). **Module Quizzes will be available during the entire period of time when the corresponding module is open.** Module quizzes are open book and not timed.

Module quizzes are independent student assignments. **Outside assistance of any kind other than the open book/open notes allowance described above is strictly prohibited.** Additionally, copying or sharing questions in any format is strictly prohibited and will be considered a violation of the ETAMU Student Code of Conduct, MGT 308 Honor Code, and copyright law. Overall class results will be shared for quizzes and exams, but graded tests will not be returned. Quizzes and exams will be reviewed to ensure question quality and overall question performance. See Course Schedule and D2L for quiz dates.

Exams (225 points)

Three exams (Exam 1, Exam 2, Exam 3) are required for this course. These exams are **CLOSED BOOK/CLOSED NOTES** and may contain multiple-choice and true/false questions. Each exam is worth 75 points and assesses student knowledge regarding module readings, PPT slides, and audio lectures. Exams are timed; students will be allowed a 60-minute window in which to complete an exam from the time it begins. Please be sure that you have allowed enough time to complete each exam once you start.

Exams 1, 2, and 3 are independent student assignments. **Outside assistance of any kind and copying/sharing questions in any format are strictly prohibited** and will be considered a violation of the ETAMU Student Code of Conduct, MGT 308 Honor Code, and copyright law. Overall class

results will be shared for quizzes and exams, but graded tests will not be returned. Quizzes and exams will be reviewed to ensure question quality and overall question performance. **The open and close times listed below for exams may not coincide with the beginning and end of each module.**

- **Exam 1**

- Exam Opens in D2L: Thursday, February 12, 1 a.m. CT
- Exam Closes in D2L: Sunday, February 15, 11 p.m. CT
- **Note:** Exam 1 covers Chapters 1, 2, 3, and 4. Exam 1 will close on 2/15, 11:00 p.m. CT whether you are finished or not. Make sure to start the exam with ample time to complete it prior to closing.

- **Exam 2**

- Exam Opens in D2L: Thursday, March 26, 1 a.m. CT
- Exam Closes in D2L: Sunday, March 29, 11 p.m. CT
- **Note:** Exam 2 covers Chapters 5, 6, 7, and 8. Exam 2 will close on 3/29, 11:00 p.m. CT whether you are finished or not. Make sure to start the exam with ample time to complete it prior to closing.

- **Exam 3**

- Exam Opens in D2L: Thursday, April 30, 1 a.m. CT
- Exam Closes in D2L: Sunday, May 3, 11 p.m. CT
- **Note:** Exam 3 covers Chapters 9, 10, 11, and 12. Exam 3 will close on 5/3, 11:00 p.m. CT whether you are finished or not. Make sure to start the exam with ample time to complete it prior to closing.

Entrepreneurship Activities (120 points)

Students will be required to complete twelve activities worth 10 points each. Entrepreneurship activities will be available during the entire period of time that the corresponding module is open. See Course Schedule and D2L for due dates.

Entrepreneurship Video Participation (35 points)

Students will be required to view seven videos and respond to video questions. Video participation is worth 5 points each. See Course Schedule and D2L for due dates. Students are required to fully watch entrepreneurship videos and answer the video questions through our MGT 308 D2L classroom in order to earn video participation points.

Entrepreneur Profile (100 points)

Students are required to complete an Entrepreneur Profile (EP). The Entrepreneur Profile consists of five parts with different due dates. For each Entrepreneur part, students are required to meet

the Turnitin threshold of 20% or less (not counting highlighted parts related to assignment headings, references, and correctly quoted material).

Copying/sharing information in any format for this Entrepreneur Profile is strictly prohibited and will be considered a violation of the ETAMU Student Code of Conduct and MGT 308 Honor Code. Entrepreneur Profile guidelines for each part will be posted on D2L. See Course Schedule and D2L for due dates.

Entrepreneurship Readiness Project (40 points)

Students are required to complete an Entrepreneurship Readiness Project at the end of the semester. This project involves completing multiple self-assessments and analyzing one’s entrepreneurship readiness level. See Course Schedule and D2L for due date.

GRADING FORMAT

The course grading scale is: 90-100% A; 80-89% B; 70-79% C; 60-69% D; below 60% F. Students have one week to query a grade once posted. Grades are based on a total of 650 points from the following items:

Class Introduction	1 @ 10 pts	10 pts
Module Quizzes	12 @ 10 pts	120 pts
Exam 1	1 @ 75 pts	75 pts
Exam 2	1 @ 75 pts	75 pts
Exam 3	1 @ 75 pts	75 pts
Entrepreneurship Activities	12 @ 10 pts	120 pts
Video Participation	7 @ 5 pts	35 pts
Entrepreneur Profile	5 @ 20 pts	100 pts
Entrepreneurship Readiness Project	1 @ 40 pts	40 pts
Total		650 pts

TECHNOLOGY REQUIREMENTS

CWID and Password

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@etamu.edu.

Technology-Related Issues

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, an ETAMU campus open computer lab, etc.

Minimal Technical Skills Needed

Students will need reliable computer and internet access for this course. Students must be able to effectively use myLeo email, myLeo Online D2L, and Microsoft Office.

Learning Management System (LMS) – D2L

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 the technical requirements:

- View the [Learning Management System Requirements Webpage](#).
- Learn more on the [LMS Browser Support Webpage](#).

Turnitin

MGT 308 will use Turnitin, an originality checker. Entrepreneur Profile parts must meet a 20% or less similarity threshold. Prior to a deadline, students can resubmit their assignment as many times as needed during the week it is due in order to meet the 20% or less threshold (**not counting highlighted parts related to assignment headings, references, and correctly quoted material**). It is the student's responsibility to allow enough time for resubmission of their assignment to Turnitin if their initial report did not meet the 20% or less threshold. An assignment not meeting the 20% or less threshold by the due date/time may earn a zero (no exceptions for procrastination, lack of planning, etc.).

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 on the [Brightspace Support Webpage](#).

COURSE AND UNIVERSITY 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.

Student Conduct

All students enrolled at the 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 online in the [Student Guidebook](#). Students should also consult the [Rules of Netiquette Webpage](#) for more information regarding how to interact with students in an online forum.

Interaction with Instructor

If you have any questions or are having difficulties with the course material, please contact your instructor. Correspondence will always be through university email (your “myLeo” mail) and announcements in myLeo online (D2L). You will not RECEIVE email through D2L, so be sure to check your ETAMU email for communication. Students are encouraged to check university email daily.

Include the Following in Emails with Instructor:

- Course name and subject in the subject line;
- Salutation (Good afternoon, Dr. Jackson)
- Proper email etiquette (no “text” emails – use proper grammar and punctuation)
- Student name and CWID after the body of the email (possibly add to student signature on email)

Course Participation and ETAMU Attendance

As this is an online course, submission takes the place of attendance and will be monitored closely by the instructor. Student online activity is monitored. Students are expected to participate each week. A student who does not participate in the class and complete requirements on time will find it difficult to fulfill his/her course obligations. D2L automatically maintains a log of when students open documents. For more information about the University’s attendance policy, please view the [Attendance Webpage](#) and the [Class Attendance Policy](#).

Policy on Late Assignments and Makeups

Late submissions continue to be a serious problem for students. Not fully enforcing deadlines is unfair to those students who sacrifice to meet deadlines. Because unexpected personal emergencies arise, technology fails, and other delays occur, students should make every effort to submit their work well in advance of any deadline. **You will earn ZERO points for late work.** All assignment submissions must be submitted to the designated area. To reiterate, late submissions will NOT be accepted. Computer problems, work issues, last-minute illnesses, and other such reasons do not qualify as valid excuses.

Exams and assessments are delivered online using D2L and involve a defined completion and submission window. As such, makeups are not permitted unless the student can document a personal medical emergency incapacitating oneself for the **ENTIRE DURATION** of the noted completion and/or submission window. Makeups are not permitted for any other reason.

Academic Integrity

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

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

- [Graduate Student Academic Dishonesty University Procedure 13.99.99.R0.10](#)
- [Graduate Student Academic Dishonesty Form](#)

Use of Artificial Intelligence

East Texas A&M University 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 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.

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 University
Velma K. Waters Library Rm 162
Phone (903) 886-5150 or (903) 886-5835
Fax (903) 468-8148
Email: studentdisabilityservices@etamu.edu
Website: [Office of Student Disability Services](#)

Nondiscrimination Notice

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

East Texas A&M Supports Students’ Mental Health – Counseling Services

The Counseling Center at East Texas A&M University, 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

Mental Health and Well-Being

The university aims to provide students with essential knowledge and tools to understand and support mental health. As part of our commitment to your well-being, we offer access to Telus Health, a service available 24/7/365 via chat, phone, or webinar. Scan the QR code to download the app and explore the resources available to you for guidance and support whenever you need it.



IMPORTANT DATES AND INFORMATION

Please be mindful not only of the important dates associated with this particular course but also of the important dates associated with related academic matters, such as registration dates, drop dates, etc. These can be found in the ETAMU Academic Calendar by clicking [here](#).

MGT 308 COURSE SCHEDULE (Spring 2026)

Module Dates	Topics & Readings	PPT & Media	Class Requirements (All Deadlines are Central Time)
1 1/12-1/18	Entrepreneurship • Ch1: What is Entrepreneurship?	PPT, Audio Lecture	Submit Class Introduction (Due 1/18, 11 pm) Complete EA1 (Due 1/18, 11 pm) Take Module 1 Quiz (Due 1/18, 11 pm)
2 1/19-1/25	Small Business Ownership • Ch2: Understanding the Basics of Business	PPT, Audio Lecture, Video	Watch Video 1 (Due 1/25, 11 pm) Complete EA2 (Due 1/25, 11 pm) Take Module 2 Quiz (Due 1/25, 11 pm)
3 1/26-2/1	Opportunity Recognition • Ch3: How Do I Determine a Good Idea and Opportunity?	PPT, Audio Lecture	Complete EA3 (Due 2/1, 11 pm) Take Module 3 Quiz (Due 2/1, 11 pm) Submit Ent. Profile Part 1 (2/1, 11 pm)
4 2/2-2/8	Entrepreneurial Marketing • Ch4: How Do I Write a Marketing Plan?	PPT, Audio Lecture, Video	Watch Video 2 (Due 2/8, 11 pm) Complete EA4 (Due 2/8, 11 pm) Take Module 4 Quiz (Due 2/8, 11 pm)
EP2 & E1 2/9-2/15	Entrepreneur Profile Part 2 EXAM 1: Chapters 1, 2, 3, 4		Submit Ent. Profile Part 2 (2/15, 11 pm) Exam Opens 2/12, THURSDAY, 1 am Exam Closes 2/15, SUNDAY, 11 pm
5 2/16-2/22	Entrepreneurial Finance • Ch5: How Do I Perform Financial Analysis?	PPT, Audio Lecture, Video	Watch Video 3 (Due 2/22, 11 pm) Complete EA5 (Due 2/22, 11 pm) Take Module 5 Quiz (Due 2/22, 11 pm)
6 2/23-3/1	Entrepreneurial Operations • Ch6: How Do I Write an Operational Plan?	PPT, Audio Lecture	Complete EA6 (Due 3/1, 11 pm) Take Module 6 Quiz (Due 3/1, 11 pm) Submit Ent. Profile Part 3 (3/1, 11 pm)
7 3/2-3/8	Entrepreneurial Management • Ch7: How to Write a Management Plan	PPT, Audio Lecture, Video	Watch Video 4 (Due 3/8, 11 pm) Complete EA7 (Due 3/8, 11 pm) Take Module 7 Quiz (Due 3/8, 11 pm)
3/9-3/15	Spring Break		
8 3/16-3/22	Business Planning • Ch8: How to Put Together a Business Plan	PPT, Audio Lecture	Complete EA8 (Due 3/22, 11 pm) Take Module 8 Quiz (Due 3/22, 11 pm)
EP4 & E2 3/23-3/29	Entrepreneur Profile Part 4 EXAM 2: Chapters 5, 6, 7, 8		Submit Ent. Profile Part 4 (3/29, 11 pm) Exam Opens 3/26, THURSDAY, 1 am Exam Closes 3/29, SUNDAY, 11 pm
9 3/30-4/5	Entrepreneurial Change • Ch9: How Do I Manage Change?	PPT, Audio Lecture, Video	Watch Video 5 (Due 4/5, 11 pm) Complete EA9 (Due 4/5, 11 pm) Take Module 9 Quiz (Due 4/5, 11 pm)
10 4/6-4/12	Entrepreneurial Human Resources • Ch10: Handling Human Resources	PPT, Audio Lecture	Complete EA10 (Due 4/12, 11 pm) Take Module 10 Quiz (Due 4/12, 11 pm) Submit Ent. Profile Part 5 (4/12, 11 pm)
11 4/13-4/19	Entrepreneurial Growth • Ch11: How Do I Grow My Business?	PPT, Audio Lecture, Video	Watch Video 6 (Due 4/19, 11 pm) Complete EA11 (Due 4/19, 11 pm) Take Module 11 Quiz (Due 4/19, 11 pm)
12 4/20-4/26	Entrepreneurial Sustainability • Ch12: Planning for the Future	PPT, Audio Lecture, Video	Watch Video 7 (Due 4/26, 11 pm) Complete EA12 (Due 4/26, 11 pm) Take Module 12 Quiz (Due 4/26, 11 pm)
ERP & E3 4/27-5/3	Entrepreneurship Readiness Project EXAM 3: Chapters 9, 10, 11, 12		Submit Ent. Readiness Project (Due 5/3, 11 pm) Exam Opens 4/30, THURSDAY, 1 am Exam Closes 5/3, SUNDAY, 11 pm