Texas A&M University- Corpus Christi  
College of Business  
Department of Management and Marketing  
Corpus Christi, Texas

**INSTRUCTOR:**

Dr. Kent Byus  
Office: OCNR 388  
Office Hours:  
Monday thru Friday: 10:30 – 11:30AM  
And by appointment during the Maymester  

Telephone: off-campus 361-825-2686  
On-campus extension 2686  
FAX: 361-825-5609  
Cellular: 361-510-9874 *(For Emergencies ONLY)*  
E-mail: kent.byus@tamucc.edu

**COURSE TITLE AND NUMBER:**  
BUSI 3315  
Introduction to Entrepreneurship

**CLASS DAYS & TIME:**  
MTWT 12:00 – 3:45PM

**PREREQUISITES:**  
MGMT 3312 and/or Permission of Instructor

**CATALOG DESCRIPTION OF COURSE:**  
This is the initial course in entrepreneurship. Description and analysis of the history, philosophy, psychological/personal characteristics, organizational characteristics, business and societal planning tools, and practices of entrepreneurs and the firms which are created and maintained by entrepreneurs. Factors inside and outside the entrepreneurial enterprise are also considered as they affect successful business decisions.

**COURSE PURPOSE:**  
The objectives of this course are to provide the student with a broad fundamental introduction to entrepreneurship. Such understanding will be emphasized within a framework that focuses on ethical behavior and the implications of ethics in creating successful opportunities.

**EXPECTED LEARNING OBJECTIVES:**

1. Learn the language and ethical practice of the entrepreneur (that is, terms, concepts, and ethical frameworks) used by successful entrepreneurs.

2. To have a solid understanding of the major philosophic and historic aspects associated with the study and comprehension of entrepreneurship and the basic interrelationships of entrepreneurial actions, decisions, and outcomes.

3. The student will develop insight about the characteristics, contributions, and analytical selection processes associated with entrepreneurial endeavors.

4. Students will read the assigned material and be able to interpret and integrate concepts and strategies into business curriculum and practices.

**INSTRUCTIONAL MATERIALS:** *(Required Textbook)*  

Articles, handouts, and library research as assigned by the instructor.
INSTRUCTIONAL PROCEDURES:

The course material will be presented using a set of interrelated activities:
* Independent reading and preparation for class and tests.
* Lectures and class discussions.
* Student activities, presentations and case studies
* In-class examinations.

STUDENT PERFORMANCE ACTIVITIES: (Attendance/Punctuality)

Students will be expected to ATTEND CLASS AND BE ON TIME FOR EACH CLASS SESSION. Students are expected to read, analyze, and study all assigned cases. Because of the compressed nature of the May-mester course, students are advised to attend all scheduled class sessions, inasmuch as class attendance is a substantial portion of the grade scheme. An excused absence is defined as any absence that receives approval (at least 48 hours in advance) of the professor. All university-sponsored events are scheduled well enough in advance to enable the student to professionally and timely notify Dr. Byus prior to such absence.

All written assignments should be written in the following format: Type/word process using either Courier, Roman, Ariel or Helvetica type face (font) no smaller than 10 point; preference is for 12 point. Standard business style and grammar should be used. All spelling should be checked before submission. NO HAND WRITTEN ASSIGNMENTS WILL BE ACCEPTED. Assignments submitted without the student’s name being typed/word processed will NOT be accepted for grading. Accordingly, they will be considered as missing and will receive a zero (0). The ONLY exception will be for specific mathematical computations and associated mathematical analyses.

Cellular telephones and electronic communication/computing devices MUST be turned-off during the class session, unless specifically instructed otherwise. In order to adhere to copyright laws and intellectual property protection, NO tape recording or electronic note taking is permitted without the explicit written permission of the instructor.

Students are expected to actively participate in class and be prepared to respond to inquiry.

ASSIGNMENT DUE DATES:

Assignments are due at the beginning of the class period on the date indicated when the assignment is given. NO LATE ASSIGNMENTS WILL BE ACCEPTED. EXAMS WHICH ARE MISSED CANNOT BE MADE-UP WITHOUT SPECIFIC ARRANGEMENTS BEING MADE WITH THE PROFESSOR AT LEAST 48 HOURS IN ADVANCE OF THE SCHEDULED EXAM ADMINISTRATION DATES. The student is responsible for all material assigned even if not discussed in class. Exams over assignments may be given without prior announcement.

STUDENT EVALUATION:

Grades will be based upon regularly scheduled exams, homework, a comprehensive entrepreneurial assessment, and meaningful class discussion/participation. The cumulative semester grade will be adjusted as necessary according to the attendance policy stated herein.

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
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<tbody>
<tr>
<td>Daily Quizzes (7 @ 100 Points)</td>
<td>700</td>
</tr>
<tr>
<td>Personal Entrepreneurial Analysis</td>
<td>100</td>
</tr>
<tr>
<td>Attendance and participation (10 per day)</td>
<td>100</td>
</tr>
<tr>
<td>Late arrival</td>
<td>lose 5 points</td>
</tr>
<tr>
<td>No return from break</td>
<td>lose 5 points</td>
</tr>
<tr>
<td>Comprehensive Final Exam</td>
<td>100</td>
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</tbody>
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**Total Points: 1000 points**
1. The grading criteria is

   900 - 1000 points   = A
   800 - 899.99 points = B
   700 - 799.99 points = C
   600 - 699.99 points = D
   Below 600 points     = Failure

2. Students are advised that the last date during the semester when they may drop a course with an automatic "W" will be May 27, 2013. If you decide to drop after this date, you will receive the grade you have earned up to the drop date minus any grade components not administered.

4. Any students wishing to visit with the professor about their standing in the class may visit him in his office during his office hours.

**ADA COMPLIANCE:**

If any member of the class feels that he/she has a disability and needs special accommodations of any nature whatsoever, the instructor will work with you and the University’s Office of Student Affairs to provide reasonable accommodations to ensure that you have a fair opportunity to perform in this class. Please advise the instructor of such disability and the desired accommodations at the first class attended.

**Academic Honesty:**

Students are expected to conduct themselves in accordance with the highest standards of academic honesty. Ethical breach and more specifically academic misconduct for which a student is subject to penalty includes all forms of cheating, such as illicit possession of examinations or examination materials, forgery, or plagiarism. (Plagiarism is the presentation of the work of another as one's own work.)