INSTRUCTOR:

Dr. Kent Byus
Office: OCNR 388
Office Hours: Monday thru Thursday: 8:30 – 9:30 AM and 11:00 AM – 12:00 Noon or by Appointment

Telephone: off-campus 361-825-2686
On-campus extension 2686
Emergency Cell: 361-510-9874
FAX: 361-825-5609
E-mail: kbyus@cob.tamucc.edu

COURSE TITLE AND NUMBER:  
BUSI 4320.001 New Venture Creation

CLASS DAYS & TIME: 
TTr 9:30 to 10:45 AM

PREREQUISITES:

MGMT 3312 and/or Permission of Instructor

CATALOG DESCRIPTION OF COURSE:

This is a course in entrepreneurship that provides both theory insight and practical implication for the new business venture. Specifically, the utilization and analysis associated with the entrepreneurial organization, the development of business plans, and the creation of start-up practices, finances, and obligations of firms created and maintained by entrepreneurs. Factors inside and outside the entrepreneurial enterprise are researched and analyzed as they affect successful business decisions.

COURSE PURPOSE:

The objectives of this course are to provide the student with a fundamental understanding of new business venture creation. Such understanding will be emphasized within a framework that focuses on ethical business behavior and the implications of individual and organizational ethics in creating successful business opportunities.

EXPECTED LEARNING OBJECTIVES:

1. Learn the language and ethical practice of the entrepreneur (that is, terms, concepts, and ethical frameworks) during the research, analysis, and creation of the new business venture.

2. To have a solid understanding of the major planning obligations associated with the entrepreneurial enterprise and the basic interrelationships of those decision areas.

3. The student will develop insight about the analytical selection of important business issues and blending decisions related to planning, organizing, funding, and operating the new business venture.

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

5. Students with develop a working relationship with an entrepreneurial mentor for the purpose of understanding, developing, analyzing, and preparing for consideration a new venture business model and plan.
INSTRUCTIONAL MATERIALS: *(Required Textbook)*


Other Readings as Assigned.

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.
* Written homework assignments.
* Preparation and presentation of a New Venture Business Model-Plan.

STUDENT PERFORMANCE ACTIVITIES: *(Attendance/Punctuality)*

Students will be expected to attend class and be on time. Students are expected to read, analyze, and study all assigned cases. An excused absence is defined as any absence that receives approval (at least 48 hours in advance) by 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, double space using either Courier, New Times 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 (An example style sheet is available from the professor). 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 in accordance with the required style will NOT be accepted for grading. Accordingly, these deficient submissions will be considered as missing and will receive a zero (0). **The ONLY exception will be for specific mathematical computations and associated mathematical analyses.** All submissions will be graded on the basis of the following criteria: neatness and readability; spelling and language usage; grammar and punctuation; specificity/accuracy of response and correctness of source citation.

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. NO ASSIGNMENTS WILL BE ACCEPTED VIA EMAIL OR OTHER ELECTRONIC SUBMISSION FORMATS. EXAMS OR QUIZZES WHICH ARE MISSED OR NOT TAKEN CANNOT BE MADE-UP WITHOUT SPECIFIC ARRANGEMENTS BEING MADE WITH THE PROFESSOR AT LEAST 48 HOURS PRIOR TO THE SCHEDULED EXAMINATION ADMINISTRATION DATES.** The student is responsible for all material that is assigned. Exams and quizzes over assignments may be given without prior announcement.
STUDENT EVALUATION:

Attendance and Participation (10 point per day) .................................................. 300 points
On-line Exams (4 @ 100 points each) ................................................................. 400 points
New Venture Business Model Plan Presentation .............................................. 100 points
New Venture Business Model Canvas .............................................................. 100 points
Homework Assignments (Best 10 of 12 @ 100 points each) ...................... 1000 points
Comprehensive Final Exam .............................................................................. 1000 points

1. The grading criteria is

   1800 - 2000 points = A
   1600 – 1799.9 points = B
   1400 – 1599.9 points = C
   1200 – 1399.9 points = D
   Below 1200 points = Failure

2. The final examination will be administered Tuesday, December 11, 2012 beginning at 8:00 am. The University may adjust this schedule as administratively required.

3. Students are advised that the last date during the semester when they may drop a course with an automatic "W" will be Friday, November 2, 2012. 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 after you have contacted and coordinated with 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 inform 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.)