Course Information:

New venture creation teaches students how to analyze the feasibility of a new product, service or innovation within the entrepreneurial organization. Students learn to develop business plans necessary for the creation of start-up enterprises to include specific business practices, finances, and obligations of the firms created and maintained by entrepreneurs. Factors inside and outside the entrepreneurial enterprise are researched and analyzed as they affect successful new venture business decisions.

Prerequisites: BUSI 3315 or MGMT 3312, Junior standing or above and/or permission of the instructor for non-business majors. –University Catalog, 2015

Instructor Contact Information:

Andrew Johnson, PhD
Assistant Professor of Management
Department of Management and Marketing
College of Business
Texas A&M University- Corpus Christi

Office Hours:
   Mondays and Wednesdays 1:30-2:15 PM;
   Tuesdays 11:00 AM-Noon;
   Other times by appointment.

Room: Michael and Karen O’Connor Building (OCNR) 324
Phone: 361-825-6012
Email: andrew.johnson@tamucc.edu

Required Course Materials:

Textbook Information:

Kathleen Allen
Launching New Ventures, 7th Edition
Textbook ISBN: 9781305102507

Supplemental Material:
Additional material will be provided online or in class by the instructor. Students may need to collect information from multiple sources as part of course projects.

Course Guidelines:

University students are expected to conduct themselves in accordance with the highest standards of academic honesty. 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).

Disciplinary action for academic misconduct is the responsibility of the faculty member assigned to the course. The faculty member is charged with assessing the gravity of any case of academic dishonesty, and with giving sanction to any student involved. Additional information may be found in the University Catalog.

**Students with Disabilities:** 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 believe you have a disability requiring an accommodation, please call or visit Disability Services at (361) 825-5816 in Corpus Christi Hall, Room 116.

If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom or on campus, please contact the Disability Services office for assistance at (361) 825-5816.

**Attendance:** Students are expected to attend class and team meetings. Teams are a critical component in this course and participation in team work and meetings is not optional.

**Tobacco Use:** All tobacco, including electronic cigarettes, is not allowed in the classroom.

**Cell Phone Use:** Please refrain from the use of cellular phone in the classroom. Emergency calls should be made only outside of the classroom.

**Grading Policy:**

The course is comprised of a number of assignments that will culminate in an entry into the TAMU-CC Ideas Challenge. The Ideas Challenge is a showcase of business proposals that will ultimately be judged by local business leaders in the spring of 2016. The application and video presentation of each teams’ business proposal represents a “pitch-ready” business plan. Submissions will be graded for the purpose of this course at the end of the semester. It is highly encouraged that teams selected for the Ideas Challenge participate to their full potential in the spring 2016 event. There are numerous incentives available at this later stage.

While team grades are a large component in this course, the instructor reserves the right to assign individual grades to students within the same group based on differences of performance. See Course Components Section for a breakdown of weight for each assignment. Peer assessment will be a component of team grades.

Make-up Work: Late assignments will not be accepted unless specific arrangements are made prior to the due date. Requests for late assignments or a make-up exam will be granted only for unavoidable emergency circumstances or university-sanctioned and excused activities. Make-up exams will be essay format. In-class assignments are not eligible to be made up, without documented excused absence and instructor consent.

**Grade Distribution:**

A 90-100, B 80-89, C 70-79, D 60-69, F 0-59

**Course Components:**

Each writing assignment should conform to APA standards as outlined in this document under Paper Submission Guidelines, unless otherwise noted.
Course Exams/Quizzes (20%) Individual Grade

Material from textbook and in class lectures.

Entrepreneurial Firm Assignment (5% of course grade) Individual Grade

The goal of this assignment is to begin thinking about the Entrepreneurial process. Identify a company that has taken an innovative idea and is in the process of building this idea into a growing company. Ideally the company should be less than two years old. A local company that you can visit and potentially talk with staff, management or ownership would be ideal.

This is not designed to be a comprehensive examination of the company. However, use the portions of the Ideas Challenge application as a beginning point. The paper should be two to three pages long and conform to APA standards outlined in this document.

Statement of Business Idea (5% of course grade) Individual Grade

This assignment is your innovative business idea. You will also present this idea in a short informal talk to the class (see Informal Presentation of Business Idea). This initial statement should be the culmination of your brainstorming about the idea. This does not need to be lengthy; one page is an estimate of the length for your proposal. Please feel free to schedule a time to meet with the instructor to discuss your idea prior to submission of this assignment.

Informal Presentation of Business Idea (5% of course grade) Individual Grade

This assignment is designed to foster working relationships among your peers in the class as well as to share ideas for new products and businesses. Using the Statement of Business Idea project as a starting point, develop a short (1 to 2 minute) presentation to deliver to your peers. The goal is to get the class excited about your idea!

Team Guidelines Document (5% of course grade) Team Grade

This is the first team level assignment. The team should develop guidelines to foster collaboration and create a system of self-governance. This document may be 1-2 pages and outline individual expectations and team meeting times. The instructor will provide guidance on assessment of peer performance.

Draft of Idea Description (5% of course grade) Team Grade

Draft a description of the idea that is more in depth than the original proposal. Begin to consider some of the areas that are part of the Ideas Challenge application.

Draft on Competitors and Competitive Advantage (5% of course grade) Team Grade

Draft on Financial Strategy (5% of course grade) Team Grade

Draft on Resources Section (5% of course grade) Team Grade

Draft on Critical Risks and Assumptions (5% of course grade) Team Grade
Draft on Goals Due in Class (5% of course grade) Team Grade

Mock Presentations in Class (5% of course grade) Individual Grade

Presentation of business idea

Completion of Draft Deadline (5% of course grade) Team Grade

Video/Application Materials Submitted to Ideas Challenge (20% of course grade) Individual Grade

**Paper Submission Guidelines:**

Submitted work for this course should conform to the following standards: double-spaced, 12-point font, Times New Roman, Calibri or similar, 1 inch margins, with all citations included on a reference list. All submissions should follow APA guidelines, but are exempt from the APA prescription of inclusion of an abstract. Electronic submissions should be in Microsoft Word format. WPS format is not acceptable and will result in a grade reduction. Plagiarism will not be tolerated and all works used in coursework must be cited on a reference page at the conclusion of each document. If you are not familiar with guidelines on plagiarism see the instructor.

**APA Citation Information:** http://owl.english.purdue.edu/owl/

**Plagiarism Information:** http://www.plagiarism.org/

**Course Schedule:**

A course schedule with due dates for assignments will be provided on the first day of class.