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: 11:00 – 12:00 Noon
    And by appointment

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COURSE TITLE AND NUMBER: BUSI 4390 Special Topics in Entrepreneurship
CLASS DAYS & TIME: MW 5:30 – 6:45 PM

PREREQUISITES:
Sophomore standing and/or Permission of Instructor

CATALOG DESCRIPTION OF COURSE:

This is a course in entrepreneurship that focuses on the two most critical elements for any start-up venture: the business model and the value proposition. The business model describes the rationale of how a venture creates, delivers, and captures value while the value proposition links the needs, wants or desires of the target customer directly to the product or service in a meaningful customer-centric manner. The student will learn the description and analysis of the characteristics that produce sustainable businesses and commercially viable innovations; these two elements move ideas to opportunities. This will include learning about the specific customer segments, the channels of distribution, the essential customer relationships that enhance the exchange, the key partnerships needs to smoothly operate the business, the costs and the structure of the costs, as well the key resources needed to keep the business operating at optimal levels. These lessons will be examined within the framework of the articulated values that specified target customers need, want, or desire. Prerequisite: Sophomore standing or above.

COURSE PURPOSE:

The objectives of this course are to provide the student with a process understanding of how entrepreneurs develop sustainable business and how to move innovative ideas efficiently into manageable opportunities. The text and readings combine to provide a usable set of steps to model and discover the business mix of alternatives which combine to provide balance between the producer and the consumer of entrepreneurial activities. Alternative perspectives on creativity, innovation, and new venture characteristics are explored based on the premise that there is no one-size-fits-all model for the commercialization of innovation. Students will also be able to engage in a hands-on learning experience through course exercises and projects.

EXPECTED LEARNING OBJECTIVES:

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

2. To have a solid understanding of the entrepreneurial process and the basic interrelationships of business models and value propositions in relation to entrepreneurial actions, decisions, and outcomes.
3. The student will develop insight about the characteristics and techniques for enhancing the efficient practice of business that can lead to new venture success and sustainable business.

4. Students will read, write, and analyze the assigned material in order to become proficient in the interpretation and integration of basic modeling concepts, value components, and commercial concepts used in successful new ventures.

**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, hands-on exercises, case studies, and class discussions.
* Student interviews, assessments, 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 prepare for each class session and actively participate in each class session. Because active participation is required students are advised to attend all scheduled class sessions; 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 word processed and submitted using the following format: Type/word process using either Courier, Roman, Arial or Helvetica type face (font) no smaller than 10 point; preference is for 12 point. Standard business style and grammar should be used. Unless specifically required, all submissions will eliminate the use of all personal pronouns (I, me, my, etc.) and maintain an objective active voice. All spelling, punctuation, and grammar, should be checked before submission. **NO HAND WRITTEN ASSIGNMENTS WILL BE ACCEPTED.** Assignments submitted without the student’s full name being typed/word processed will **NOT** be accepted for grading. Accordingly, they will be considered as missing and will receive a zero (0).

**ALL 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:**

All written assignments are due at the beginning of the class period on the due date indicated for the assignment. **NO LATE ASSIGNMENTS WILL BE ACCEPTED. EXAMS WHICH ARE MISSED CANNOT BE RESCHEDULED WITHOUT SPECIFIC ARRANGEMENTS BEING MADE WITH THE PROFESSOR AT LEAST 48 HOURS IN ADVANCE OF THE REGULARLY SCHEDULED EXAM ADMINISTRATION DATE.** 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 assignments, projects, a comprehensive entrepreneurial assessment, attendance, and meaningful class discussion/participation.

Pre-Class Quizzes (20 @ 10 Points).......................... 200 points
Business Model Canvass Project.......................... 100 points
Value Proposition Canvass Project ......................... 100 points
Attendance and participation (25 @ 10 per day)...........250 points
Late arrival ................................ lose 5 points

Total Points 650 points

1. The grading criteria is

   585 - 650 points  = A
   520 - 584.99 points  = B
   455 - 519.99 points  = C
   390 - 454.99 points  = D
   Below 390 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 April 7, 2016. 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.)