New Venture Creation

Course Description:
This is a course in entrepreneurship that provides both theory insight and practical implication for the planning and creation of a new business venture. Specifically, the utilization and analysis associated with the entrepreneurial organization, the development of business models, and the understanding of essential 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 business creation decisions.

Course Purpose:
The purpose of this course is 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.

Learning Objectives:
By the end of this course, the students will able to:

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

2. Have a solid understanding of the major modeling considerations and business planning obligations associated with the entrepreneurial enterprise and the basic interrelationships of those decision areas.

3. Understand the analytical selection of important business issues and blending decisions related to modeling, organizing, funding, planning, and operating the new business venture.

4. Interpret and integrate concepts and strategies associated with entrepreneurial enterprise curriculum and business practices.

5. Develop a working relationship with an entrepreneurial mentor for the purpose of understanding, developing, analyzing, and preparing for consideration a new venture business model.

Major Course Requirements:

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<tr>
<th>Requirement</th>
<th>Points</th>
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<tbody>
<tr>
<td>Comprehensive Business Model</td>
<td>100</td>
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<tr>
<td>Weekly Pre-class Quizzes (13 @ 10)</td>
<td>130</td>
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<tr>
<td>Homework Assignments (12 @ 20)</td>
<td>240</td>
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<tr>
<td>Section Exams (3 @ 100)</td>
<td>300</td>
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<tr>
<td>Comprehensive Final Exam</td>
<td>100</td>
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<tr>
<td>Attendance and Participation (28 @ 5)</td>
<td>140</td>
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<td><strong>Total</strong></td>
<td><strong>1010</strong></td>
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Required Materials:

Other Readings as Assigned.
Grading: (scores are generally not rounded up to the next higher grade)

A = 900 – 1010 points
B = 800 – 899 points
C = 700 – 799 points
D = 600 – 699 points
F = below 600 points

Course Policies:

Student Performance Expectations

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, Arial 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.

Academic Integrity/Plagiarism

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, falsification, forgery, complicity or plagiarism. (Plagiarism is the presentation of the work of another as one’s own work.) In this class, academic misconduct or complicity in an act of academic misconduct on an assignment or test will result in a zero the first time and failing the course for any additional offence.

Dropping a Class

I hope that you never find it necessary to drop this or any other class. However, events can sometimes occur that make dropping a course necessary or wise. Please consult with me before you decide to drop to be sure it is the best thing to do. Should dropping the course be the best course of action, you must initiate the process to drop the course by going to the Student Services Center and filling out a course drop form. Just stopping attendance and participation WILL NOT automatically result in your being dropped from the class. April 7, 2017 is the last day to drop a class with an automatic grade of “W” this term.

Preferred methods of scholarly citations

All referenced material should use APA citations and referencing.

Classroom/professional behavior
Texas A&M University-Corpus Christi, as an academic community, requires that each individual respect the needs of others to study and learn in a peaceful atmosphere. Under Article III of the Student Code of Conduct, classroom behavior that interferes with either (a) the instructor’s ability to conduct the class or (b) the ability of other students to profit from the instructional program may be considered a breach of the peace and is subject to disciplinary sanction outlined in article VII of the Student Code of Conduct. Students engaging in unacceptable behavior may be instructed to leave the classroom. This prohibition applies to all instructional forums, including classrooms, electronic classrooms, labs, discussion groups, field trips, etc.

Grade Appeals

As stated in University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures, a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures. These documents are accessible through the University Rules Web site at http://www.tamucc.edu/provost/university_rules/index.html. For assistance and/or guidance in the grade appeal process, students may contact the Dean’s office in the college in which the course is taught or the Office of the Provost.

Disabilities Accommodations

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 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.

Statement of Academic Continuity

In the event of an unforeseen adverse event, such as a major hurricane and classes could not be held on the campus of Texas A&M University–Corpus Christi; this course would continue through the use of Blackboard and/or email. In addition, the syllabus and class activities may be modified to allow continuation of the course. Ideally, University facilities (i.e., emails, web sites, and Blackboard) will be operational within two days of the closing of the physical campus. However, students need to make certain that the course instructor has a primary and a secondary means of contacting each student.