Course Syllabus for Entrepreneurship, Creativity & Innovation BUSI 3315

Course number: BUSI 3315
Instructor: Dr. Kent Byus
Semester: Fall 2017
Office: OCNR 388
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Course Description:

This is an initial course in entrepreneurship. The student will learn the description and analysis of the characteristics that produce creative opportunities and commercially sustainable innovation. This will include learning about the personal and organizational characteristics, business and societal planning tools, and practices of entrepreneurs. Factors inside and outside the entrepreneurial firm that influence creativity and innovation are also considered as they affect successful business decisions.

Course Prerequisites:

- Sophomore standing or above

Learning Objectives:

- Understand the terms, concepts, language, and ethical practice frameworks used by successful entrepreneurs and entrepreneurial organizations. That is students will demonstrate the knowledge of key entrepreneurship, creativity, innovation and ethical decision making theories and practices correctly and how to apply these theories and practices to be good entrepreneurial decision makers. (Undergraduate Learning Goal G2 Objectives 1 and 2; G3 Objective 1, and Goal 4 Objective 1)
- Possess a solid understanding of the entrepreneurial process and the basic interrelationships of entrepreneurial actions, decisions, and outcomes and how this process is aided by creative problem solving and opportunity recognition in pursuit of innovation. Specifically students will demonstrate incorporate the entrepreneurial process, creative problem solving, and opportunity recognition to produce practical solutions and innovation. (Undergraduate Goal 2 Objectives 2 and 3)
- The student will develop insight about the characteristics and techniques for enhancing creativity that can lead new ventures and existing business organizations to create more interesting and innovative products, services, and ideas that are more socially responsible and which produce greater levels of consumer satisfaction. The student will demonstrate the ability to identify valid and important issues applicable to the development or new products and services. In this process, students will be able to identify the creative solutions and new offer alternatives that provide the most socially responsible and ethically sound outcomes. (Undergraduate Goal 3 Objective 2; and Goal 4 Objective 1)
- Students will read, write, and analyze the assigned material in order to become proficient in the interpretation and integration of basic creativity, innovation, and entrepreneurially
commercial concepts and strategies using sustainable and ethically balanced business practices. Students will demonstrate their ability to write effectively and to present their findings in a compelling and professional manner. (Undergraduate Goal 1 Objectives 1 and 2)

Course Requirements:

Pre-Class Quizzes: 15% (Chapter and Article Readings)
Personal Entrepreneurial Assessment 5% (4 Part Self-Assessment)
Exams: 50% (Two In-term Exams and Comprehensive Final)
Creativity and Innovation Homework: 10% (4 Part Idea Development)
Ideas Challenge Video Submission: 20% (Comprehensive Project)

Major Field Test:

The MFT is required for all students pursuing the Bachelor of Business Administration degree. Students register for MFT in BUSI 0088, Major Field Test in Business. To prepare for this test, business majors are advised to retain their class notes, textbooks, and other relevant materials from their business core courses in the areas referenced above. Completion of all College of Business core courses except MGMT 4388 is required. BUSI 0088 is a credit/no credit course.

As an integral part of the College of Business’ Assurance of Learning program, the Major Field Test (MFT) is a nationally-normed, standardized multiple-choice test developed by the Educational Testing Service and administered to senior-level business students at many AACSB International accredited institutions in the United States. It is designed to measure students’ academic achievement through demonstration of their basic knowledge and understanding of key concepts, theories, and analytical methods in the functional areas of business. This test covers the areas of accounting, economics, finance, international issues, legal and social environment of business, management, marketing, quantitative business analysis, and information systems.

Required Materials:


Articles, handouts, and library research as assigned by instructor.

Course Policies:

*Exams, Quizzes, Homework Assignments* – The material is broken into segments which will then be preceded by reading assignments, pre-class quizzes, and then followed by an exam. Each quiz, assignment, and exam will be offered according to the published schedule. Students will be given a significant time interval to schedule their own exam.
No extensions will be offered for missed assignments, quizzes, or exams without prior authorization of the instructor. All assignments should be word processed and submitted using 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, 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).

**Electronic Device Usage** - Computers or tablets are required to complete the course. However, 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.**

**Attendance and 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. An excused absence is defined as any absence that receives approval (at least 48 hours in advance) of the instructor. **All university-sponsored events are scheduled well enough in advance to enable the student to professionally and timely notify instructor prior to such absence.** Students are expected to actively participate in class and be prepared to respond to inquiry.

**Grading:**
A 90-100%, B 80-89.99%, C 70-79.99%, D 60-69.99%, F 0-59.99%

**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.** Friday, November 15, 2017 is the last day to drop a class with an automatic grade of “W” this term.
Preferred methods of scholarly citations – APA style is the only accepted method used for citations and referencing during this class. All work should be paraphrased rather than copied directly. Material used from sources other than the text should use APA style citations and references.

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

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.

**Summary of Topical Coverage**

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<tr>
<th>Topic</th>
<th>Hours</th>
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<tbody>
<tr>
<td>The Innovation Mind-Set</td>
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<td>Entrepreneurship: A Global Social Movement</td>
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<tr>
<td>Practicing Entrepreneurship</td>
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<td>Developing an Entrepreneurial Mindset</td>
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<td>Supporting Social Entrepreneurship</td>
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<td>Freedom, Expression, Creation, and Action</td>
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<td>Generating New Ideas</td>
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<td>Using Design Thinking</td>
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<td>Testing and Experimenting in Markets</td>
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<td>Building Business Models</td>
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<td>Planning for Entrepreneurs</td>
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<td>Creating Revenue Models</td>
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<td>Learning from Failure</td>
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<td>Bootstrapping for Resources</td>
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<td>Financing for Startups</td>
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<td><strong>TOTAL</strong></td>
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