Texas A&M University-Corpus Christi  
College of Business  
Department of Management and Marketing  
Standard Course Syllabus for: MGMT 5350 Entrepreneurship

Course number: MGMT 5350.W01 Entrepreneurship  
Semester: Spring 2017  
Office: OCNR 388  
Office Telephone: (361) 825-2686  
Instructor: Dr. Kent Byus  
Email: kent.byus@tamucc.edu

Course Description: An analysis of the organization and operation systems appropriate to owner-operated business firms. Business functions are examined with particular attention given to establishing and operating the firm.

Course Prerequisites:  
- Approval of Graduate Advisor or Permission of Instructor

Learning Objectives:  
By the end of this course, the students will be able to:  
- Be effective communicators: Students will demonstrate the ability to integrate data and analysis effectively in written form using proper grammar, spelling, syntax, and construction. Students will read assigned material and be able to interpret and integrate concepts into coherent communications (MBA Goal 1: Objectives 1 and 2).  
- Be competent in business practices: Students will demonstrate basic knowledge of business (entrepreneurship theories) and understanding of how to apply appropriate concepts in order to develop practical answers. Students will learn the multiple terms, concepts, theories, and frameworks used by successful entrepreneurs (MBA Goal 2: Objectives 1 and 2).  
- Be good decision makers: Students will demonstrate the ability to identify valid and reliable information applicable to issues-at-hand in an effective and efficient manner and will be able to determine an appropriate response and rationale for the selected response. Students will have a solid understanding of the major processes and functions associated with the study of entrepreneurship and the basic interrelationships of entrepreneurial actions, decisions, and outcomes (MBA Goal 3: Objectives 1, 2, and 3)  
- Be good citizens: Students will demonstrate the ability to apply concepts of ethics in business practices and to assess the impacts of their decisions (MBA Goal 4: Objective 1).

Course Requirements:  
- Weekly Exams: (7 @ 100 pts.) 43.750% 700 points  
- Weekly Video Integration & Summary Assignments 21.875% 350 points  
- Weekly Article Integration & Summary Assignments 21.875% 350 points  
- Comprehensive Final Exam 12.500% 200 points  
- Total 100% 1,600 points

Required Materials:
• Barringer, Bruce and Duane R. Ireland. “Entrepreneurship: Successfully Launching New Ventures,” 5th Edition. Pearson Publishing, Boston, MA. *** While the 4th Edition is available, I use the 5th edition and would urge students to get the least expensive edition available. *** If you choose to use the 4th edition, I would urge students to make a chapter alignment document to make sure you are maintaining the right chapter material. Please keep up-to-date with the applicable material.

• Kander, Diana. “All-in Startup: Launching a new idea when everything is on the line.” John Wiley and Son, Inc. Hoboken, NJ. *** This is a mandatory book that is available on many Internet book sale sites including Amazon. ***

• Case studies, articles, videos, and library research materials as assigned are provided by the instructor and posted within the appropriate weekly learning module within Blackboard as needed.

Websites Used:
Blackboard https://bb9.tamu.edu/

Course Policies: The course material will be presented as a set of interrelated viewings, readings, and activities. This will require the student to independently read, view, and prepare for all lesson modules and exams in a disciplined and methodical manner.

Exams – Each week, students will be obligated to take an exam covering all text chapters, articles, videos, and other assigned materials assigned during the week immediately preceding the day of the exam (Sundays of each week).

Video Summaries – Each week, students will be obligated to write and submit a summary of assigned video presentations by the instructor and/or other source experts. This summary MUST conform to a specific format and within a rigidly enforced word count using appropriate business communications techniques that include appropriate grammar, sentence and paragraph structure, punctuation, spelling, and entrepreneurial/business language; ALL SUBMISSIONS MUST AVOID THE USE OF PERSONAL PRONOUNS (I, ME, MY, WE, etc.). All summary assignments are due no later than 11:59PM on each Saturday as assigned.

Article Summaries – Each week, students will be obligated to write and submit a summary of assigned articles. This summary MUST conform to a specific format and within a rigidly enforced word count using appropriate business communications techniques that include appropriate grammar, sentence and paragraph structure, punctuation, spelling, and entrepreneurial/business language; ALL SUBMISSIONS MUST AVOID THE USE OF PERSONAL PRONOUNS (I, ME, MY, WE, etc.). All summary assignments are due no later than 11:59PM on each Saturday as assigned.

Comprehensive Final Exam – At the conclusion of the session, students will be obligated to take an electronically proctored final exam covering all materials assigned throughout the session. All students may be required to follow all instructions associated with Examity testing service in order to take this exam; an announcement will be forthcoming regarding the use of Examity.
Extra credit or assignment reschedule (if any) – No extra credit assignments will be made and no material will be accepted for evaluation after the assigned due date and time.

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

Grading:
A = 1440 to 1600 points
B = 1280 to 1439.999 points
C = 1120 to 1279.999 points
D = 960 to 1119.99 points
F = below 960 points

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. ***All materials submitted for evaluation MUST be appropriately supported with APA style in-text citation and referencing. ***

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. TBD is the last day to drop a class with an automatic grade of “W” this term. Please refer to all associated schedules and calendars to insure both knowledge and compliance with these critical deadlines.

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, INCLUDING the assigned texts, videos, articles, and other materials MUST use APA style citations and references. Please refer to the following site for help with the appropriate APA style rules and obligations: https://owl.english.purdue.edu/owl/section/2/10/

Online/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](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.
**Schedule** (any changes will be announced in Blackboard)

### Week 1: Partial Week

<table>
<thead>
<tr>
<th>Day</th>
<th>Assignment</th>
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| **Thursday** (2 hours) | Video Lecture: Creativity, Innovation, and Entrepreneurial Competency: Dr. Byus  
Topics:  
- Entrepreneurship Defined  
- Mastery of Entrepreneurial Competency  
- Creativity Introduced  
Course Content: Reading Assignments for Week 1 Learning Module  
B&I text book:  
Chapter 1: Introduction to Entrepreneurship  
Article: Are Entrepreneurs Born or Made |
| **Friday** (2 hours) | Companion Reading and Video Assignments for Week 1 Learning Module  
- Chapter 1 - 3: Kander: All-In Startup  
- Video: Our Approach to Innovation is Dead Wrong |
| **Saturday** (2 hours) | Course Content: Week 1 Learning Module Assignments  
- Video Integration Summary (VIS 01) Assignment due NLT 11:59 PM  
- Article Integration Summary (AIS 01) Assignment due NLT 11:59 PM  
Instructions and requirements listed and specified within the Blackboard learning management system site. |
| **Sunday** (1 hour) | **Weekly Exam 01**  
Material Covered: Chapter 1 B&I and all other materials used during the week of March 15 thru March 18, 2018  
Instructions and requirements listed and specified within the Blackboard learning management system site. |
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<tr>
<th>Day</th>
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| **Monday**<br>(2 hours) | Video Lecture: Creativity, Innovation, and Entrepreneurial Competency: Dr. Byus  
Topics:  
- Opportunity Recognition  
- Opportunity Assessment  
- Why Creativity is Important.  
Course Content: Reading Assignments for Week 2 Learning Module  
B&I text book:  
Chapter 2: *Recognizing Opportunities and Generating Ideas*  
Chapter 3: *Feasibility Analysis* |
| **Tuesday**<br>(2 hours) | Companion Reading of the Kander Book for Week 2 Learning Module  
Chapter 4 - 9: Kander: All In Startup |
| **Wednesday**<br>(2 hours) | Course Content: Videos, Articles, and Exercises  
- Article: *Imperatives for Entrepreneurial Success*  
- Video: *Where do Good Ideas Come From?* |
| **Thursday**<br>(2 hours) | Course Content: Videos, Articles, and Exercises  
- Article: *Imperatives for Entrepreneurial Success*  
- Video: *Where do Good Ideas Come From?* |
| **Friday** | Course Content: Week 2 Learning Module Assignments Reminder  
**Assignment Reminder:** Video Integration Summary (VIS 02)  
**Assignment Reminder:** Article Integration Summary (AIS 02) |
| **Saturday**<br>(2 hours) | Course Content: Week 2 Learning Module Assignments  
- Video Integration Summary (VIS 02) Assignment due NLT 11:59 PM  
- Article Integration Summary (AIS 02) Assignment due NLT 11:59 PM  
Instructions and requirements listed and specified within the Blackboard learning management system site. |
| **Sunday**<br>(1 hour) | **Weekly Exam 02**  
Material Covered: Chapter 2 & 3 B&I and all other materials used during the week of March 19 thru March 25, 2018  
Instructions and requirements listed and specified within the Blackboard learning management system site. |
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<tr>
<th>Day</th>
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<tbody>
<tr>
<td>Monday (2 hours)</td>
<td>Video Lecture: Creativity, Innovation, and Entrepreneurial Competency: Dr. Byus</td>
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<td>Topics:</td>
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<td></td>
<td>• Risk Management/Mitigation</td>
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<td>• Conveying a Compelling Vision</td>
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<td>• Main Characteristics of Creativity</td>
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<td>Course Content: Reading Assignments for Week 3 Learning Module</td>
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<td>B&amp;I text book:</td>
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<td>Chapter 4: Developing an Effective Business Model</td>
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<td>Chapter 5: Industry and Competitor Analysis</td>
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<td>Tuesday (2 hours)</td>
<td>Companion Reading of the Kander Book for Week 3 Learning Module</td>
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<td>Chapter 10 - 15: Kander: All In Startup</td>
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<td>Wednesday (2 hours)</td>
<td>Course Content: Videos, Articles, and Exercises</td>
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<td>• Article: Entrepreneurial Risk and Strategic Decision Making</td>
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<td>• Video: A new approach to designing business models.</td>
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<td>Thursday (2 hours)</td>
<td>Course Content: Videos, Articles, and Exercises</td>
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<td>• Article: Entrepreneurial Risk and Strategic Decision Making</td>
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<td>• Video: A new approach to designing business models.</td>
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<td>Friday</td>
<td>Course Content: Week 3 Learning Module Assignments Reminder</td>
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<td>Assignment Reminder: Video Integration Summary (VIS 03)</td>
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<td>Assignment Reminder: Article Integration Summary (AIS 03)</td>
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<td>Saturday (2 hours)</td>
<td>Course Content: Week 3 Learning Module Assignments</td>
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<td>• Video Integration Summary (VIS 03) Assignment due NLT 11:59 PM</td>
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<td>• Article Integration Summary (AIS 03) Assignment due NLT 11:59 PM</td>
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<td>Instructions and requirements listed and specified within the Blackboard learning management system site.</td>
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<td>Sunday (1 hour)</td>
<td>Weekly Exam 03</td>
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<td>Material Covered: Chapter 4 &amp; 5 B&amp;I and all other materials used during the week of March 26 thru April 1, 2018</td>
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<td>Instructions and requirements listed and specified within the Blackboard learning management system site.</td>
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## Week 4:

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<th>Day</th>
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| Monday (2 hours) | Video Lecture: Creativity, Innovation, and Entrepreneurial Competency: Dr. Byus  
Topics:  
- Tenacity and Perseverance  
- Creative Problem Solving/ Imaginativeness  
- How to Develop Creativity  
Course Content: Reading Assignments for Week 4 Learning Module  
B&I text book:  
Chapter 6: *Writing a Business Plan*  
Chapter 7: *Preparing the Proper Ethical and Legal Foundation*  |
| Tuesday (2 hours) | Companion Reading of the Kander Book for Week 4 Learning Module  
Chapter 16 - 21: Kander: All In Startup |
| Wednesday (2 hours) | Course Content: Videos, Articles, and Exercises  
- Article: *Business Ethics and the Entrepreneur*  
- Video: *The Art of Innovation.*  |
| Thursday (2 hours) | Course Content: Videos, Articles, and Exercises  
- Article: *Business Ethics and the Entrepreneur*  
- Video: *The Art of Innovation.*  |
| Friday | Course Content: Week 4 Learning Module Assignments Reminder  
Assignment Reminder: Video Integration Summary (VIS 04)  
Assignment Reminder: Article Integration Summary (AIS 04)  |
| Saturday (2 hours) | Course Content: Week 4 Learning Module Assignments  
- Video Integration Summary (VIS 04) Assignment due NLT 11:59 PM  
- Article Integration Summary (AIS 04) Assignment due NLT 11:59 PM  
Instructions and requirements listed and specified within the Blackboard learning management system site.  |
| Sunday (1 hour) | Weekly Exam 04  
Material Covered: Chapter 6 & 7 B&I and all other materials used during the week of April 2 thru April 8, 2018  
Instructions and requirements listed and specified within the Blackboard learning management system site.  |
**Week 5:**

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| **Monday** (2 hours) | Video Lecture: Creativity, Innovation, and Entrepreneurial Competency: Dr. Byus  
Topics:  
- Resources Leveraging Skills  
- Guerrilla Skills  
- Where, When, and by Whom Can Creativity be Adopted  
Course Content: Reading Assignments for Week 5 Learning Module  
B&I text book:  
Chapter 8: *Assessing a New Venture’s Financial Strength and Viability*  
Chapter 9: *Building a New Venture Team* |
| **Tuesday** (2 hours) | Companion Reading of the Kander Book for Week 5 Learning Module  
Chapter 22 - 27: *Kander: All In Startup* |
| **Wednesday** (2 hours) | Course Content: Videos, Articles, and Exercises  
- Article: *The Entrepreneurial Team*  
- Video: *Assessing Customer and Market Risks* |
| **Thursday** (2 hours) | Course Content: Videos, Articles, and Exercises  
- Article: *The Entrepreneurial Team*  
- Video: *Assessing Customer and Market Risks* |
| **Friday** | Course Content: Week 5 Learning Module Assignments Reminder  
**Assignment Reminder:** Video Integration Summary (VIS 05)  
**Assignment Reminder:** Article Integration Summary (AIS 05) |
| **Saturday** (2 hours) | Course Content: Week 5 Learning Module Assignments  
- Video Integration Summary (VIS 05) Assignment due NLT 11:59 PM  
- Article Integration Summary (AIS 05) Assignment due NLT 11:59 PM  
Instructions and requirements listed and specified within the Blackboard learning management system site. |
| **Sunday** (1 hour) | Weekly Exam 05  
Material Covered: Chapter 8 & 9 B&I and all other materials used during the week of April 9 thru April 15, 2018  
Instructions and requirements listed and specified within the Blackboard learning management system site. |
**Week 6:**

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<th>Day</th>
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| Monday      | Video Lecture: Creativity, Innovation, and Entrepreneurial Competency: Dr. Byus  
Topics:  
• Value Creation  
• Maintaining Focus Yet Being Adaptive  
• Why Would Creativity Be Beneficial  
Course Content: Reading Assignments for Week 6 Learning Module  
B&I text book:  
Chapter 10: Getting Financing or Funding  
Chapter 11: Unique Marketing Issues |
| Tuesday     | Companion Reading of the Kander Book for Week 6 Learning Module  
Chapter 28 - 36: Kander: All In Startup |
| Wednesday   | Course Content: Videos, Articles, and Exercises  
• Article: Simply SIVA  
• Video: Ideas that Spread |
| Thursday    | Course Content: Videos, Articles, and Exercises  
• Article: Simply SIVA  
• Video: Ideas that Spread |
| Friday      | Course Content: Week 6 Learning Module Assignments Reminder  
Assignment Reminder: Video Integration Summary (VIS 06)  
Assignment Reminder: Article Integration Summary (AIS 06) |
| Saturday    | Course Content: Week 6 Learning Module Assignments  
• Video Integration Summary (VIS 06) Assignment due NLT 11:59 PM  
• Article Integration Summary (AIS 06) Assignment due NLT 11:59 PM  
Instructions and requirements listed and specified within the Blackboard learning management system site. |
| Sunday      | Weekly Exam 06  
Material Covered: Chapter 10 & 11 B&I and all other materials used during the week of April 16 thru April 22, 2018  
Instructions and requirements listed and specified within the Blackboard learning management system site. |
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<th>Day</th>
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<tbody>
<tr>
<td>Monday</td>
<td>Video Lecture: Creativity, Innovation, and Entrepreneurial Competency: Dr. Byus</td>
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<td>Topics:</td>
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<td>- Resilience</td>
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<td>- Self-Efficacy</td>
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<td>- Networking</td>
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<td>- Where, When and by Whom can Creativity be Applied</td>
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<td>Course Content: Reading Assignments for Week 7 Learning Module</td>
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<td>B&amp;I text book:</td>
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<td>Chapter 12: <em>The Importance of Intellectual Property</em></td>
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<td>Chapter 13: <em>Preparing for and Evaluating the Challenges of Growth</em></td>
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<td>Tuesday</td>
<td>Companion Reading of the Kander Book for Week 7 Learning Module</td>
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<td>Chapter 37 - 44: Kander: All In Startup</td>
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<td>Wednesday</td>
<td>Course Content: Videos, Articles, and Exercises</td>
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<td>- Article: <em>Grow Fast or Die Slow</em></td>
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<td>- Video: <em>Why Business Can Be Good at Solving Problems</em></td>
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<tr>
<td>Thursday</td>
<td>Course Content: Videos, Articles, and Exercises</td>
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<td></td>
<td>- Article: <em>Grow Fast or Die Slow</em></td>
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<td>- Video: <em>Why Business Can Be Good at Solving Problems</em></td>
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<td>Friday</td>
<td>Course Content: Week 7 Learning Module Assignments Reminder</td>
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<td>Assignment Reminder: Video Integration Summary (VIS 07)</td>
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<td>Assignment Reminder: Article Integration Summary (AIS 07)</td>
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<td>Saturday</td>
<td>Course Content: Week 7 Learning Module Assignments</td>
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<td>- Video Integration Summary (VIS 07) Assignment due NLT 11:59 PM</td>
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<td>- Article Integration Summary (AIS 07) Assignment due NLT 11:59 PM</td>
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<td>Sunday</td>
<td>Weekly Exam 07</td>
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<td>Material Covered: Chapter 12 &amp; 13 B&amp;I and all other materials used during the week of April 23 thru April 29, 2018</td>
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<td>Day</td>
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<td>Monday (2 hours)</td>
<td>Course Content: Final Partial Learning Module</td>
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<td>• Review for Comprehensive Final Exam</td>
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<td>Material Covered: All Chapters: B&amp;I and Kander and all articles,</td>
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<td>lectures, and videos.</td>
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<tr>
<td>Tuesday (2 hours)</td>
<td>Comprehensive Final Exam</td>
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<td>Due NLT 11:59PM</td>
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