College of Business

Course Syllabus for Entrepreneurship, Creativity & Innovation BUSI 3315

Course number: BUSI 3315
Semester: Fall 2018
Office Telephone: (361)825-2686

Instructor: Dr. Kent Byus
Office: OCNR 388
Email: kent.byus@tamucc.edu

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 inter-relationships 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: Each component of the course requirements will be graded on a 100 point scale and weighted according to the following criteria

Comprehensive Final Exam: … 10% (Online Final Exam)
Creativity and Innovation Homework: … 20% (6 Part Idea Development Exercises)
“Buc Days Ideas Challenge” Video and Online Application 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, videos, and library research as assigned by instructor.

Course Policies:

*Exams and Homework Assignments* – The material is broken into chapter-driven segments which will require weekly self-paced reading, submission of specified homework assignments, followed by a weekly online exam. Each homework assignment and/or exam will be according to the published schedule. For exams, students will be given a significant time interval within which to schedule their own exam; usually a 30 to 60 minute window at the close of each week, depending on the amount and complexity of
content covered. No extensions will be provided for missed assignments or exams without the specific prior authorization of the instructor. All assignments should be word processed and submitted within Blackboard 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. All spelling, punctuation, and grammar, should be checked before submission. **NO OTHER FORM OF SUBMITTING AN ASSIGNMENT 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** – This is an online course wherein computers or tablets are required to complete the course. Students are **STRONGLY URGED** to only use hardwired computer access, inasmuch as wifi connected computers are less stable and more susceptible to “glitches.” **NO EXCEPTIONS WILL BE PROVIDED FOR COMPUTER PROBLEMS THAT CANNOT BE VALIDATED AS BONAFIDE BLACKBOARD SYSTEM PROBLEMS. NO EXAM RESETS WILL BE PROVIDED FOR COMPUTER PROBLEMS THAT CANNOT BE VALIDATED AS BONAFIDE BLACKBOARD SYSTEM PROBLEMS.** In the event of a Blackboard system problem, university IT and/or Blackboard officials must verify the existence, time, and duration of any and all Blackboard system problems. In order to adhere to copyright laws and intellectual property protection, NO recording or electronic capturing of course information is permitted without the explicit written permission of the instructor.

**Assignment and Exam Punctuality** - Students will be expected to **SUBMIT ALL ASSIGNMENTS AND EXAMS NO LATER THAN THE SPECIFIED DUE DATES FOR EACH ASSIGNMENT OR EXAM.** Students are expected to prepare for each weekly class modules and actively engage all class requirements. An excused exemption for any exam or assignment is defined as any absence that receives the specific approval of the instructor. All university-sponsored events that might inhibit the student from completing an assignment or an exam, are scheduled well enough in advance to enable the student to professionally and timely notify instructor prior to such schedule conflict.

**Grading Scale:**
- 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/](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](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**

<table>
<thead>
<tr>
<th>Topic</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Innovation Mind-Set</td>
<td>3</td>
</tr>
<tr>
<td>Entrepreneurship: A Global Social Movement</td>
<td>3</td>
</tr>
<tr>
<td>Practicing Entrepreneurship</td>
<td>3</td>
</tr>
<tr>
<td>Developing an Entrepreneurial Mindset</td>
<td>3</td>
</tr>
<tr>
<td>Supporting Social Entrepreneurship</td>
<td>3</td>
</tr>
<tr>
<td>Freedom, Expression, Creation, and Action</td>
<td>3</td>
</tr>
<tr>
<td>Generating New Ideas</td>
<td>3</td>
</tr>
<tr>
<td>Using Design Thinking</td>
<td>3</td>
</tr>
<tr>
<td>Testing and Experimenting in Markets</td>
<td>3</td>
</tr>
<tr>
<td>Building Business Models</td>
<td>3</td>
</tr>
<tr>
<td>Planning for Entrepreneurs</td>
<td>3</td>
</tr>
<tr>
<td>Creating Revenue Models</td>
<td>3</td>
</tr>
<tr>
<td>Learning from Failure</td>
<td>3</td>
</tr>
<tr>
<td>Bootstrapping for Resources</td>
<td>3</td>
</tr>
<tr>
<td>Financing for Startups</td>
<td>3</td>
</tr>
<tr>
<td>TOTAL</td>
<td><strong>45</strong></td>
</tr>
</tbody>
</table>