

Mgt 310 - Entrepreneurship / Fall 2009
Tuesday Nights, 6:00-8:30pm,
Business Complex Building room 102
Instructor: Michael Banks
Office: Guthrie 220 - Office Hours: MW 11:00-12:00
Phone Number: 575-646-2593
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Course Objectives

- Provide a comprehensive introduction to the entrepreneurial process
- Learn the steps involved in developing a successful business idea
- Understand how to create, finance, and grow an entrepreneurial firm
- Identify and anticipate the common challenges faced by entrepreneurs
- Examine the social, legal, and ethical context of entrepreneurship

Student Evaluation

Exam 1	30%
Exam 2	30%
Final	40%

Final Grades

A	94-100
A-	90-93
B+	87-89
B	83-86
B-	80-82
C+	77-79
C	70-76
D	65-69
F	64 or lower

Exams

There will be three multiple-choice exams during the semester. **DO NOT MISS THE EXAMS!** If you do need to miss an exam for a documented reason, you must notify me (in person) prior to the exam or you will earn a zero for that exam. Please bring a #2 pencil to every exam session.

Required Text

Barringer & Ireland (2008). *Entrepreneurship: Successfully Launching New Ventures*, 2nd Edition. Pearson Prentice Hall, ISBN: 0-13-224057-2.

Important Dates

September 29 - Exam 1
November 10 - Exam 2
December 8 - Final Exam (*cumulative*)

Semester Calendar

Date	Topic	Assigned Reading
8/25	Introduction to Entrepreneurship	Chapter 1
9/1	Recognizing Opportunities and Generating Ideas	Chapter 2
9/8	Feasibility Analysis	Chapter 3
9/15	Writing a Business Plan	Chapter 4
9/22	Industry and Competitor Analysis	Chapter 5
9/29	Exam #1	
10/6	Preparing a Proper Ethical and Legal Foundation	Chapter 7
10/13	Assessing a New Venture's Financial Strength and Viability	Chapter 8
10/20	Getting Financing or Funding	Chapter 10
10/27	Unique Marketing Issues	Chapter 11
11/3	The Importance of Intellectual Property	Chapter 12
11/10	Exam #2	
11/17	Preparing for and Evaluating the Challenges of Growth	Chapter 13
11/24	<i>No Class - Thanksgiving Break</i>	
12/1	Strategies for Firm Growth	Chapter 14
12/8	Final Exam	

Students with Disabilities

If you have a disability and would benefit from classroom accommodation(s), contact the Services for Students with Disabilities (SSD) at Corbett Center, Room 244, Phone 646-6840. Information, instructions & forms from the Services for Students with Disabilities Office are online at <http://www.nmsu.edu/~ssd/index.html>.

Academic Misconduct

Students should familiarize themselves with the NMSU Student Code of Conduct (Section 2 of the NMSU Student Handbook). Any violation of the Student Code of Conduct (e.g., plagiarism, cheating, etc.) will result in the student receiving a grade of "F" in this course.