Course Syllabus

MGT 461, MKTG 461, MGT 591, MKTG 591

Entrepreneurship Seminar, Canvas Edition

Spring 2014

Instructor: Samuel Gray, Ph.D.

Phone: (575) 571-5846 (cell)

Office: 218 Business Complex

Office Hours: 1 pm - 3 pm Mon, Tue, and Thur.

NMSU Email: samgray@nmsu.edu

Course Objectives

• To explore the process of new venture formation and the strategies and tactics that can be used to substantially improve the probability of new venture success.

• To identify and understand the various technical formalities associated with the start up of a new business, such as obtaining permits, registering your business name with government agencies, filing the corporate charter, and securing trademarks.
for important company identification marks.

- To understand and appreciate the role and lifestyle of an independent entrepreneur in today's society.

- To gain an understanding of the benefits of extensive planning for the new venture.

**Required Text and Readings**


- Readings in the form of handouts, Internet articles etc. will be required by the Instructor.

**Course Procedure**

This is an Internet course. You should log on to the course frequently as there will be new items posted continually. In particular, your Conversations (email), Calendar, To-Do list, Announcements, and Discussions should be reviewed **daily**. Your grade will directly correlate with your level of engagement in the course.

The course is organized into Modules. We will do one Module at a time and it will not be possible to work ahead. Each Module will have at least one assignment. Each assignment will have a due date.
Due dates will be posted in the Course Calendar and in the Course Syllabus.

Assignments are due at 11:59 p.m., New Mexico time, on their due date as shown in the Course Calendar.

Late assignments will not be accepted.

There will a Final Exam during Exam week. Full details will be announced the week before.

**Grading Weights**

Assignments 30%

Final Exam 20%

Class Participation 20%

Semester Project 30%

**New Grading System (Effective Summer 2013)**

The NMSU system of grading is expressed in letters, which carry grade points used in calculating the cumulative grade-point average:

Letter grade .......... Grade points

A+ .......... 4.0
A ........ 4.0
A- ........ 3.7
B+ ....... 3.3
B ........ 3.0
B- ....... 2.7
C+ ....... 2.3
C ........ 2.0
C- ....... 2.0
D+, D, D- ....... 1.0
F ....... 0

The grading scheme used in this course is:

A 100% to 94%
A- < 94% to 90%
B+ < 90% to 87%
B < 87% to 84%
B- < 84% to 80%
C+ < 80% to 77%
C < 77% to 74%
C- < 74% to 70%
D+ < 70% to 67%
D < 67% to 64%
D- < 64% to 61%
F < 61% to 0%
Final scores are not rounded. For example, a score of 89.9 would translate to a grade of B+.

**Academic Survival Kit**

The Undergraduate Committee has identified writing, presentation and critical thinking skills as areas where student learning outcomes need improvement. To assist students, an Academic Survival Kit with resources on writing and presentation skills is available on the College web page at [http://business.nmsu.edu/students/survival-kit/](http://business.nmsu.edu/students/survival-kit/).

**Fine Print:**

**Multiple submissions:** It is inappropriate to submit in one class work that has been submitted in other courses.

**Incomplete Grades:** Under university policy, incompletes may be given only if a student has a passing grade at mid-semester (the last day to withdraw from a class) and is precluded from successful completion of the second half of the course by a documented illness, documented death, family crisis or other similar circumstances beyond the student's control. An incomplete cannot be given to avoid assigning a grade for marginal or failing work. Requirements for removal of the I grade will be clearly stated on the I grade form and a copy of the form must be provided to the student. If you receive a grade Incomplete (I), you may be required to re-register for
the course.

**Withdrawals:**

In the case of a withdrawal, the course remains on the student’s transcript and the grade is listed as “W”. Students in the College of Business may withdraw from a class by presenting an add/drop slip to the staff in the Advising Center for processing, if it is received prior to the deadline.

**Academic and non-academic misconduct:** The Student Code of Conduct defines academic misconduct, non-academic misconduct and the consequences or penalties for each. The Student Code of Conduct is available in the NMSU Student Handbook online: [http://deanofstudents.nmsu.edu/student-handbook/1-student-code-of-conduct/](http://deanofstudents.nmsu.edu/student-handbook/1-student-code-of-conduct/)

Academic misconduct is explained here:


**Plagiarism.** Plagiarism is using another person's work without acknowledgment, making it appear to be one's own. Intentional and unintentional instances of plagiarism are considered instances of academic misconduct and are subject to disciplinary action such as failure on the assignment, failure of the course or dismissal from the
university. The NMSU Library has more information and help on how to avoid plagiarism at http://lib.nmsu.edu/plagiarism/.

**University Communications:** The official means of communications and announcements from the university will be sent to your @nmsu.edu email account. Please check this account on a regular basis.

**Notice Concerning Disabilities and Discrimination:** Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act (ADA) covers issues relating to disability and accommodations. If a student has questions or needs an accommodation in the classroom (all medical information is treated confidentially), contact:

Trudy Luken, Director, Student Accessibility Services (SAS); Corbett Center, Rm. 244

Phone: (575) 646-6840 -- E-mail:sas@nmsu.edu
Website: [www.nmsu.edu/~ssd/](http://www.nmsu.edu/~ssd/)

NMSU policy prohibits discrimination on the basis of age, ancestry, color, disability, gender identity, genetic information, national origin, race, religion, retaliation, serious medical condition, sex, sexual orientation, spousal affiliation and protected veterans status.

Furthermore, Title IX prohibits sex discrimination to include sexual
misconduct, sexual violence, sexual harassment and retaliation.

For more information on discrimination issues, Title IX or NMSU's complaint process contact:

Gerard Nevarez, Executive Director or Agustin Diaz, Associate Director
Office of Institutional Equity (OIE); O'Loughlin House
Phone: (575) 646-3635 -- E-mail: equity@nmsu.edu
Website: http://www.nmsu.edu/~eeo/

Important Dates: For full semester courses, students may add courses thru January 28, 2014 and drop/cancel courses thru January 31, 2014 through MyNMSU self-service, or by Add/drop slip, and no signature is required. Late registration fees will apply for courses added after January 15. The deadline for withdrawing from a full semester (15 week) course in the spring is March 11, 2014. Students may withdraw from the university (withdraw from all classes) through April 17, 2014.

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