August 21, 2014

Entrepreneurship Seminar
Course Package – Fall 2014

Ladies and Gentlemen:

Welcome to MGT 461/591. Our initial schedule includes reading and discussion related to MODERN entrepreneurship. Modern entrepreneurship is much more than starting a new business; it has become “the process by which innovation is adopted and diffused within and across the social, economic and political sectors” (Schumpeter, 1934).

The BIG COURSE GOAL relates to your success with the business plan (BP) process. For fall 2014, this involves development and construction of a business plan for a sustainable enterprise offering a culturally-relevant product manufactured in southern New Mexico.

Beginning with your own idea or the provided concept (Agua de Vida), you will create implementable strategic plans for human resources, marketing and sales, finance and accounting, and production or other technologies.

The Harper and Bamford texts are your guides for the BP. Lectures and the Baron text provide knowledge necessary for exam-related success. Syllabus-based due dates for ME, FE and BP will not change. Late work is not accepted late, unless negotiated in-advance; and, if accepted late, is subject to a minimum penalty of 30%.

My current interests include organizational sustainability, corporate social responsibility (CSR), and strategic innovation and entrepreneurship.

I look forward to a successful experience with each of you this semester. My office hours are noon to 2pm; Tuesday, Wednesday and Thursday. Other times are available by appointment.

Mark Clark, PhD
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Entrepreneurship and Strategy
College of Business
NEW MEXICO STATE UNIVERSITY
Las Cruces, New Mexico  USA
SEMINAR: ENTREPRENEURSHIP

M01: TR 10:20-11:35am  BC 102
M02: TR  2:35-3:50pm  BC 108

Course: MGT (MKTG) 461/591  Fall 2014

Professor: Mark Clark, PhD

Contact Information: (575) 636-8349  clarkml@nmsu.edu

Office Location: Guthrie Hall, 320
Office Hours: Tue, Wed and Thu: Noon to 2pm.

Course Description.

For students interested in owning and operating their own business; students desiring hands-on, real-time experience in helping start-up a business. Same as MKTG 461/591. MGT/MKTG 591 is same as MGT/MKTG 461; differentiated assignments are provided for graduate students.

Prerequisites: Seniors in Business Administration or Engineering, MBA students (MGT/MKTG 591) and others at the discretion of the Instructor.

Vision.

Prepare students for local or global environments, markets and rules; deliver a contemporary business curriculum, maintain high academic standards, and exhibit entrepreneurial leadership.

BUSINESS PLAN (BP)

This semester will involve the planning and organization of a new business start-up. BP may be individual or collective. The product for fall semester is New Mexican spring water. The product has been named Agua de Vida. The product will have labels that carry culturally-significant messages related to the state of New Mexico and its people. Profits will be used to incubate culturally-relevant businesses via a privately-funded incubator located in southern New Mexico.
### FALL 2014 COURSE SCHEDULE MGT 461/591

**NOTE:** PLEASE COMPLETE READINGS PRIOR TO THEIR SCHEDULED DISCUSSION. PLEASE MAINTAIN PACE; NO LATE WORK IS ACCEPTED.

<table>
<thead>
<tr>
<th>WEEK # and DATE</th>
<th>ASSIGNMENTS</th>
<th>DUE DATES AND TIMES</th>
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<tbody>
<tr>
<td>1 Aug 25</td>
<td>Baron (1, 2, 5, 9), Harper (1), Bamford (1, 2)</td>
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<tr>
<td>2 Sep 1</td>
<td>Baron (3, 4, 7), Harper (2), Bamford (3, 5)</td>
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<td>3 Sep 8</td>
<td>Baron (6), Harper (3), Bamford (7, 10)</td>
<td>IDEA DUE</td>
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<td>4 Sep 15</td>
<td>Harper (4), Bamford (4)</td>
<td>SEP 11 CLASS MEETING</td>
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<tr>
<td>5 Sep 22</td>
<td>Harper (5), Bamford (11)</td>
<td>MARKETING PLAN DUE</td>
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<td>6 Sep 29</td>
<td>Harper (6)</td>
<td>OCT 14 CLASS MEETING</td>
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<tr>
<td>7 Oct 6</td>
<td>ME REVIEW DISTRIBUTED</td>
<td>ME DURING</td>
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<td>8 Oct 13</td>
<td>MID-TERM EXAM (ME) ADMINISTRATION</td>
<td>OCT 16 CLASS MEETING</td>
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<tr>
<td>9 Oct 20</td>
<td>Harper (7), Bamford (6, 12, 13)</td>
<td>FINANCIAL STATEMENTS</td>
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<td>10 Oct 27</td>
<td>Harper (9), Baron (8)</td>
<td>DUE NOV 6 CLASS MEETING</td>
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<td>11 Nov 3</td>
<td>Harper (10, 11), Bamford (14)</td>
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<tr>
<td>12 Nov 10</td>
<td>BUSINESS PLAN PRESENTATIONS</td>
<td>BP HARD COPY DUE</td>
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<td>13 Nov 17</td>
<td>BUSINESS PLAN FINAL SUBMISSIONS; REGULAR FINAL EXAM REVIEW AND DISTRIBUTION</td>
<td>NOV 18 CLASS MEETING</td>
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<td>14 Nov 24</td>
<td>THANKSGIVING HOLIDAY</td>
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<tr>
<td>15 Dec 1</td>
<td>FINAL EXAM (FE) PERIOD</td>
<td>REGULAR FE DUE</td>
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<td>16 Dec 8</td>
<td>FINAL EXAMS WEEK</td>
<td>Grades by DEC 12</td>
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REQUIRED Textbooks (3).


Course Objectives.

1. **Construct a realistic business plan**: based on a sustainable idea, innovation or product related to economic, social or political growth within New Mexico (NM) or elsewhere in the United States (US).

2. Develop an ability to **accomplish legal establishment of a for-profit or nonprofit enterprise** within NM and elsewhere within the US.

3. Regardless of location or enterprise-type, acquire knowledge related to **management of the entrepreneurial process** (*instigation, intelligence, innovation, investment and initiation*) relative to the primary business functions and their interaction during enterprise start-up or initial establishment; including, human resources management, marketing and sales management, financial management and accounting systems, and production and other technologies.

Required Work.

400 total points possible (an “A”-grade requires 360 points, a “B”-grade requires 320 points, and a “C”-grade requires 280 points):

1. **Two (2) written exams**: a mid-term exam (ME) and a final exam (FE). 100 points are possible for each exam.

2. **Business Plan (BP)**. 100 points possible for the BP and another 100 points possible for class participation (CP). CP involves evaluation of classroom and associated activity performance.
Grading Criteria and Comments.

- PREPARE for each class meeting.
- DUE DATES appear within this SYLLABUS.
- Students are responsible for forming teams and managing group effort and work product; the Professor does not manage groups. Group members will receive the same scores for BP submissions; only individual class participation scores will differ.
- The ME and FE comprise essay questions related to readings and class-based activities. The ME is administered during a regular class period. The FE is a take-home exam. Regardless of reason, a 30% penalty exists for any late submission.

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 related to writing and presentation skills is made available at http://business.nmsu.edu/students/survival-kit/.

Other Important Notes.

i. NMSU and FERPA expect Professors and students to use university-issued e-mail accounts for any official communication associated with this course.

ii. Unless prior arrangement is made between student and Professor; NO LATE WORK is accepted without a 30% penalty, minimum.

iii. Plagiarism is the use of another person’s work without acknowledgment, or making it appear to be one’s own work. Use of work from another course without proper and written permission may be construed as academic dishonesty. Intentional or unintentional instances of plagiarism or other behaviors considered acts of academic misconduct may become subject to disciplinary action. The NMSU Library has information related to plagiarism and other forms of academic dishonesty: http://lib.nmsu.edu/plagiarism/.

iv. Incomplete grades may be issued only, if and when a student has a passing grade after completion of (1) ME and (2) first-three-quarters of BP submissions; and course completion is delayed by documented illness, death, family crisis or other comparable event beyond student control. Requirements for course completion and grade award will be stated by the official document granting the temporary, incomplete grade. Incomplete grades may require re-registration for the course.
v. The last day to drop a course with a “W” grade is October 21, 2014; and the last day to withdraw from the university is November 14, 2014. If a decision is made to drop or otherwise withdraw from the course, the STUDENT is responsible for completion of any and all necessary steps required by department, college and university.

vi. Section 504 of the Rehabilitation Act of 1973 and The Americans with Disabilities Act (ADA) involves issues related to disability and its accommodation. If a student has questions or requires accommodation for the course or in the classroom, please contact:

   Trudy Luken  
   Student Accessibility Services (SAS)  
   Corbett Center, Room 244  
   (575) 646-6840  
   E-mail: sas@nmsu.edu  
   Website: www.nmsu.edu/~ssd/

   The Professor cannot provide you official accommodation; SAS will provide you the forms to deliver to the Professor that specify and authorize your specific accommodation.

vii. NMSU prohibits discrimination of any sort; for a complete listing of protected classes and procedures to obtain due process, please contact OIE:

   Gerard Nevarez or Agustin Diaz  
   Office of Institutional Equity (OIE)  
   O’Laughlin House  
   (575) 646-3635  
   E-mail: equity@nmsu.edu  
   Website: www.nmsu.edu/~eeo