SEMINAR: ENTREPRENEURSHIP
Fall 2015 MGT/MKTG 461, 591 SYLLABUS
CLARK/M70/#46515/ONLINE
August 14, 2015.

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. Prerequisites: seniors in business administration or engineering, MBA students and others at the discretion of Instructor.

COURSE OBJECTIVES.

1. Understand and be able to explain to others what comprises entrepreneurship in the economic, political and social sectors; particularly, how to form a legal organization based on sustainable mission and vision, and protect any intellectual property associated with a new venture or existing organization.

2. Know and be able to assemble and manage the marketing, financial, human resources and technology functions associated with new marketing or entrepreneurial organizations; compared to engineering-production or salesmanship and advertising enterprise models.

3. Be able to discuss how new product development and recruitment, selection and training of human resources (HR, HCRM) impacts market share, price inelasticity and organizational sustainability.

4. Understand and be able to recognize and effectively interact with venture and innovation entrepreneurs. Appreciate and be able to explain to others the roles and lifestyles of entrepreneurs in modern democratic-capitalistic society; understand the distinct difference between entrepreneurship and small, medium or large business management.

PROFESSOR.

Mark Clark, PhD
Contact Information: (575) 646-1565  clarkml@nmsu.edu
Next day response to phone or e-mail; Monday is next day for Friday.
Office Location: DOM 218
Office Hours: Wednesday, 2:50 to 5:50 pm

TEACHING & RESEARCH ASSISTANT.

Bahareh Javadizadeh; see CANVAS home page for contact information.
1. The Syllabus represents a form of contract wherein its terms & conditions are met in exchange for grade points. Please do not ask for variance from any course policy or requirement or assignment. Your Syllabus will not change during semester. Due dates will not change and there will be no assignments beyond those listed herein.

2. There is one (1) required text: Scarborough, 8th ed., 2016. The Wall Street Journal (WSJ) is an optional text for this course; and highly-recommended – and helpful for assignment and exam citation. For this course, you are only allowed to cite Scarborough or WSJ. Weekly memos are designed to keep you on schedule and pace with our schedule.

3. Only work products may be measured for grade determination; effort is not gradable, and partial credit is not issued. All exams, assignments or optional work are DUE WEDNESDAYS BEFORE 6pm, Las Cruces Time; and 6:01 to 10PM is your grace period for tardy delivery (10:01pm is late and is penalized).

4. CANVAS delivery is required for full-credit consideration; otherwise, deliver via clarkml@nmsu.edu within 48-hours of original due date and time, (Friday, 6pm); otherwise no credit. Late delivery receives 30% grading penalty; and no excuses are accepted for late work.

5. Make-up Assignments & Exams: for this course, there is one (1) make-up assignment and one (1) make-up exam. All assignments are open at beginning of semester, complete them early if the possibility of missed time, class or late delivery exists.

6. Please: for this course, only use clarkml@nmsu.edu or telephone (575.646.1565) to contact Professor. CANVAS e-mail is not used for this course; please, only use your university-assigned (@nmsu.edu) e-mail account for class communication.

7. Voice messages or e-mail receive next business day response. Monday is next business day for Thursday. Non-NMSU or CANVAS e-mail are not opened and immediately discarded. Thank you.
<table>
<thead>
<tr>
<th>Week</th>
<th>DATE</th>
<th>TOPIC (Chapter)</th>
<th>Assignment, Exam DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>8.19</td>
<td>Course Introduction; review Syllabus and CANVAS course site</td>
<td>--</td>
</tr>
<tr>
<td>1</td>
<td>8.24</td>
<td>Foundations of Entrepreneurship (1)</td>
<td>Syllabus Quiz [optional - 10 points]</td>
</tr>
<tr>
<td>2</td>
<td>9.07</td>
<td>Building a New Venture Team and Planning for the Next Generation (16)</td>
<td>Post Resume' [optional -20 points]</td>
</tr>
<tr>
<td>3</td>
<td>9.14</td>
<td>Buying an Existing Business (7)</td>
<td>Case 11 (text 687) [required - 25 points]</td>
</tr>
<tr>
<td>4</td>
<td>9.21</td>
<td>Designing a Competitive Business Model and Building a Strategic Plan (3)</td>
<td>Case 9 (text 685) [req'd - 25 pts.]</td>
</tr>
<tr>
<td>5</td>
<td>9.28</td>
<td>Pricing Strategies (10)</td>
<td>Case 1 (text 673) [req'd - 25 pts.]</td>
</tr>
<tr>
<td>6</td>
<td>10.05</td>
<td>Creating a Successful Financial Plan (11)</td>
<td>Case 6 (text 678) [req'd - 25 pts.]</td>
</tr>
<tr>
<td>7</td>
<td>10.12</td>
<td>Managing Cash Flow (12)</td>
<td>Case 7 (text 682) [req'd - 25 pts.]</td>
</tr>
<tr>
<td>8</td>
<td>10.19</td>
<td>Building a Powerful Guerilla Marketing Plan (8)</td>
<td>Mid-term Exam (ME) for 461, 591; Book Review for 591, only</td>
</tr>
<tr>
<td>9</td>
<td>10.26</td>
<td>e-Commerce and the Entrepreneur (9)</td>
<td>Case 3 (text 675) [req'd - 25 pts.]</td>
</tr>
<tr>
<td>10</td>
<td>11.02</td>
<td>Sources of Financing: Equity and Debt (13)</td>
<td>Case 4 (text 676) [req'd - 25 pts.]</td>
</tr>
<tr>
<td>11</td>
<td>11.09</td>
<td>Conducting a Feasibility Analysis (4)</td>
<td>Case 5 (text 677) [req'd - 25 pts.]</td>
</tr>
<tr>
<td>12</td>
<td>11.16</td>
<td>Course Summary; submit Start-up Plan (1.0, 2.0, 3.0, 4.0 &amp; 5.0; page 652 of Scarborough)</td>
<td>Start-up Plan [req'd - 100 points]</td>
</tr>
<tr>
<td>13</td>
<td>11.23</td>
<td>Thanksgiving Holiday - no class meetings</td>
<td>Case 8 (text 684) [make-up - 25 points]</td>
</tr>
<tr>
<td>14</td>
<td>11.30</td>
<td>Course Summary; Make-up Assignment</td>
<td>Make-up Assignment [make-up - 100 points]</td>
</tr>
<tr>
<td>15</td>
<td>12.07</td>
<td>Final Exam Week</td>
<td>Final Exam (FE) [make-up - 100 points]</td>
</tr>
</tbody>
</table>

Professor will send weekly memos to extend or expand textbook material. The Wall Street Journal is a great source for understanding innovation, entrepreneurship and small business management. Professor and TA only use @nmsu.edu and will not open non-@nmsu.edu e-mail. Any assignment not received via the CANVAS submission site will receive late penalty; send missed CANVAS submissions to clarkml@nmsu.edu, only. All assignments due Wednesday at 6pm, Las Cruces Time; tardy delivery without penalty is between 6:01 and 10pm.
GRADE DETERMINATION: ASSIGNMENTS & EXAMS.

Syllabus Quiz & Résumé (461, 591) Up to 30 optional points
8 x CASES (461, 591) 200 required points
Mid-term Exam (461, 591) 100 required points
Start-up Plan (461, 591) 200 required points
Book Review (591, only) 100 required points
Make-up CASE You must satisfactorily complete at least six (6/80%) cases to “pass” this course; 25 make-up points
Final Exam Make-up for missed Mid-term Exam, only; 100 make-up points
Course Evaluation (461, 591) 20 optional points

500 points possible for 461; 600 points possible for 591. Compare your earned points to Grading Scale posted under “modules” at CANVAS course site. CANVAS is only for posting scores, it is not our official grade book.

GRADE DETERMINATION: NOTES TO “ASSIGNMENTS & EXAMS.”

1. OPTIONAL SYLLABUS QUIZ (10 points possible). Multiple-choice quiz related to Syllabus and CANVAS course site. Optional work is not susceptible to late delivery or make-up.

2. OPTIONAL RÉSUMÉ (20 points possible). Build a current résumé using the suggested format. Use a different format, no points awarded; please use your information and match the required form-of-contract (format). Optional work is not susceptible to late delivery or make-up.

3. REQUIRED CASES (200 total points possible). 8 submissions each worth 50-points. Submit on-time responses via CANVAS, late via clarkml@nmsu.edu. Each assignment or exam has a submission site within the CANVAS course site. Go to the “assignments” bar on the left-side of your CANVAS screen. You must submit on-time and via CANVAS for full-credit consideration.

   a. If CANVAS has closed, submit via clarkml@nmsu.edu within 48-hours of original due date or no credit will be issued. All late deliveries are charged a 30% grading penalty. Only Scarborough, 8th ed. or WSJ may be used for citation(s).
b. BOOK REVIEW (591 only; 100 points possible). Go to “textbooks,” page 6.

4. REQUIRED MID-TERM EXAM (ME; 100 points possible). Essay-type exam covering materials scheduled during first-half of course; and based on a specified article related to strategic-management and innovation. No credit is made available if you submit ME late; and FE is make-up for missed or late ME.

   a. Go to “modules” within the CANVAS course site. Your exams are a Summary & Analysis of a course-related article. Via the ME you must demonstrate course and degree-related knowledge, critical thinking and logical reasoning; and good writing skills. Optional FE is make-up for missed ME.

5. START-UP PLAN (200 points possible). Separate instructions and direction appear under “modules” at the CANVAS course site. Format for Start-up Plan begins on page 652 of Scarborough, 8th ed. Start-up plan includes 1.0, 2.0, 3.0, 4.0 and 5.0. You will be able to choose between three different enterprise concepts for your Start-up plan.

6. MAKE-UP ASSIGNMENT (25 make-up points for missed regular assignment). Same as regular case assignment.

7. MAKE-UP FINAL EXAM (FE; 100 make-up points for missed ME, only). Same as ME, but with different article.

8. OPTIONAL SURVEY & EVALUATION (20 optional points).

9. COURSE GRADE: 500 points possible for 461, and 600 points possible for 591. Pursuant to official NMSU policy, our grading scale is the standard percentage of points related to letter and “+” or “-”. A table (see “modules”) with point ranges and associated letter grades (A, B, etc.) is posted at CANVAS course site. For incomplete grade, you must average 74% for all required work up-to-and-including ME; and have made complete at least 60% of all course-required work. Incomplete grade requires documented illness, death, family crisis or other comparable event beyond your control. Requirements for completion of grade are stated by the document granting incomplete grade. Re-registration may be required. The last day to drop a course with a W letter grade is Monday, OCTOBER 19, 2015. The last day to withdraw from the university is Friday, NOVEMBER 13, 2015. If a decision is made to drop or withdraw from the course, you are responsible for completion of all necessary steps required by the department, college and university.

461, 591 TEXTBOOKS.

Required. Scarborough, Norman M. 2016. Essentials of entrepreneurship and small business management, 8th ed. Boston, MA: Pearson. Proper Textbook is required; and Professor is not allowed by Copyright Law to copy, transmit or post portions or the entire Text.
Optional. The Wall Street Journal. Student version, digital and print. Professor will refer to WSJ in “announcements” and “weekly memos.” For this course, its assignments or other requirements, only Scarborough and WSJ may be used for purposes of citation.

Book Review (591, only). Separate instructions and direction appear in “modules” at the CANVAS course site. Be aware of due dates and time required to prepare a proper “summary & analysis” of an accurate, reliable and popular text (non-fiction).

NMSU NOTES.

i. You are responsible for all official policy associated with NMSU (http://deanofstudents.nmsu.edu/student-handbook/). Violations of academic policy are serious. Do not put yourself into an uncomfortable place. The NMSU Library has information related to plagiarism and other forms of academic dishonesty (http://lib.nmsu.edu/plagiarism/).

ii. The Undergraduate Committee has identified writing, presentation and critical thinking skills as areas that require improvement. Resources related to writing and presentation skills are available http://business.nmsu.edu/students/survival-kit/.

iii. You must inform faculty - in-advance - of any special circumstances related to course participation. Section 504 of the Rehabilitation Act of 1973 and The Americans with Disabilities Act (ADA) involves issues related to disability and its accommodation. SASA will provide you the official forms that specify and authorize specific accommodation(s). If you have questions or requires accommodation for the course or in the classroom, please contact:

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

iv. 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