

University of North Texas at Dallas

Fall 2024

DISTANCE EDUCATION SYLLABUS

MGMT 33100.071 Digital Entrepreneurship - 3 hrs.

Department of	Business
Instructor Name	Dr. Isaura B Flores - Breeze
Office Location	FH 319
Office Phone	972-338-1802
Email Address	Isaura.flores@untdallas.edu
Office Hours	Wednesday & Friday 1:00pm - 3:00pm & by appointment
Virtual Office Hours	Tuesday (Virtual) 2:00pm - 6:00pm or by appointment
Course Format/Structure	Online
Classroom Location	N/A
Class Meeting Days & Times	Online
Course Catalog Description	MGMT 3310: Digital entrepreneurship provides an overall understanding of emerging technologies and their role on entrepreneurial startups. This class provides an overview of digital tools, that will enhance student skills to adapt to the changing nature of careers due to environment disruption, how to develop new products, and services using internet and digital technologies. Students will learn a mix of useful tools, strategies, and theory design to help them become digital entrepreneurs.
Prerequisites	N/A
Corequisites	
Required Reading	Required text : Kenneth C Laudon, Carol Guercio Traver <i>E-Commerce 2023: business.technology.society 17th edition.</i> Prentice Hall. ISBN – 13: 978-0-13-792220-8, ISBN-10: 0-13-792220-5 <i>NOTE: The text must be purchased 1st week of class.</i>
Access to Learning Resources	UNT Dallas Library: Phone: (972) 338-1616; Website URL: http://www.untdallas.edu/library UNT Dallas Bookstore: Phone: (972) 780-3652;

	Website URL: http://www.untdallas.edu/bookstore Email: untdallas@bkstr.com
Canvas Resources	Canvas Help for Students: Browser and Computer Requirements for Canvas: https://community.canvaslms.com/t5/Canvas-Basics-Guide/What-are-the-browser-and-computer-requirements-for-Instructure/ta-p/66 Access Canvas via untdallas.instructure.com <ul style="list-style-type: none"> • Username: your EUID # • Password: your password Canvas 24/7 Phone Support for Students: 1-833-668-8634 Canvas Help Resources: Web: Canvas Student Guide Contact Distance Learning & Instructional Technology (DLIT) Email: distancelearning@untdallas.edu

Course Goals/Overview:

The goal of this course is to introduce the students to digital entrepreneurship, small business management techniques and provide a foundation for forming a new online business and creating a business plan for it.

Learning Objectives/Outcomes: At the end of this course, the student will:

1. Understand the basic theory and principles of eCommerce businesses and small business management
2. Demonstrate the ability to be able to conduct product research to create an e-Store
3. Be able to increase and enhance student creativity and innovation
4. Summarize eCommerce business Models and Concepts
5. Identify and design a competitive business model
6. Be able to create and design an e-Store or blog
7. Prepare a marketing plan and financial plan for student e-Store or blog
8. Summarize forms of e-Commerce security and payment systems
9. Build Social media presence for the e-Store
10. Summarize ethical, social, and political issues for e-commerce
11. Summarize online retail and services

Distance Education Course Outline and Discussion Topics

This schedule is subject to change by the instructor. Any changes to this schedule will be communicated in class or via class email or Canvas announcement. Additional readings and activities may be added, these will be noted in the Readings and Activities/Assignments sections.

Aug 26 - 30 (Online)	<p>Introduction to course and requirements</p> <p>Assignments:</p> <p>Please review class materials</p> <p>Contact your team and select one person to communicate with me to email: lsaura.flores@untDallas.edu</p>	Introduction to class
Aug 26 – 30 (Online)	<p>Chapter 1: <i>The Revolution is just beginning</i></p> <p>Chapter 2: <i>E-Commerce business models and Concepts</i></p> <p><u>Assignments:</u> <i>Read Chapters (Chapters 1 & 2)</i></p>	Chapters 1 & 2
Sep 3 – 6 (Online)	<p><u>Assignments:</u> <i>Prepare product selection paper (Get domain Shopify- optional or Wix.com).</i></p>	Product selection Paper due
Sep 9 – 13 (Online)	<p>Chapter 3: <i>E-Commerce infrastructure: The internet, Web and mobile platform</i></p> <p>Chapter 4: <i>Building an E-commerce presence</i></p> <p><u>Assignments:</u> <i>Read Chapters 3 & 4</i></p>	Chapters 3 & 4
Sep 16 – 20 (Online)	<p><u>Website Set-up</u> <i>Review the Niche Selection assignment get your domain at Shopify (Optional) or wix.com following the instructions</i></p>	Work week
Sep 23 – 27 (Online)	<p>Chapter 5: <i>Ecommerce security & Payment Systems</i></p> <p><u>Assignments:</u> <i>Read Chapter 5</i> <i>Optional: Add products to your website or e-store</i></p>	Chapter 5
Sep 30 – Oct 4 (Online)	<p>Chapter 6: <i>Ecommerce Marketing and Advertising Concepts</i></p> <p><u>Assignments:</u> <i>Read chapter 6</i></p>	Chapter 6

Oct 7 – 11 (Online)	<u>Assignments:</u> <i>Chapter review paper chapters 1-6</i>	Chapter reviews 1-6 paper due
Oct 14 - 18 (Online)	Chapter 7: <i>Social, Mobile and local Marketing</i> <u>Assignments:</u> <i>Read Chapter (Chapter 7)</i> <i>Review advertising options for your eStore</i>	Chapter 7
Oct 21 – 25 (Online)	Chapter 10: <i>Online Content & Media</i> <u>Assignments:</u> <i>Read Chapter 10</i>	Chapter 10
Oct 28 – Nov 1 (Online)	Chapter 8: <i>Ethical, Social and Political issues in E-Commerce</i> <u>Assignments:</u> <i>Read Chapter 8</i>	Chapter 8
Nov 4 – 8	<u>Assignments:</u> <i>Marketing plan for your e-Store</i>	Marketing plan paper due
Nov 11 - 15	Chapter 9: <i>Online Retail and services</i> <u>Assignments:</u> <i>Read Chapters (Chapter 9)</i> <i>Prepare Chapter review paper (Chapters 7-10)</i>	Chapter 9 Chapter Reviews 7-10
Nov 18 – 22 (Online)	<u>Assignments:</u> <i>Financial plan paper (Please review guide on Canvas)</i>	Financial plan paper due
Nov 25 – 27	<u>Thanksgiving Holiday</u>	Holiday
Dec 2 (Online)	<u>Final Paper & eStore</u> Final Business plan paper (Final- please review guide on Canvas)	Final paper and eStore due

Course Evaluation Methods

This course will utilize the following instruments to determine student grades and proficiency of the learning outcomes for the course.

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- Assignments – Chapter reviews designed to supplement and reinforce class material.
- Projects – Written assignments designed to measure the ability of the students to create a business plan for a new or existing e-business.

Grading Matrix:

Instrument	Value (points or percentages)	Total
Product selection paper	10 points	10
Chapter reviews 1-6	15 points	15
Chapter reviews 7-10	15	15
Marketing plan	10	10
Financial plan	10	10
FINAL e-Store & Business plan	40	40
Quizzes, Discussion board participation and reflection papers	0	0
Total:		100

Grade Determination:

A = 90 – 100 pts;

B = 80 – 89

C = 70 – 79

D = 60 – 69

F = less than 60

Need tutoring services or just some help with a particular assignment? For tutoring that empowers students to achieve success, schedule an appointment with the Learning Commons today at <https://www.untDallas.edu/learning/schedule-appointment/>.

Course-Specific Policies:

Product selection and e-Store assignment

Please prepare a paper describing how and why your niche was selected for your e-Store and follow the instructions to get your domain set up.

Business plan sections (marketing and financial) and Final Paper

You will complete business plan (paper) for your eStore/Blog. During the semester, I will provide guides for the following sections: Marketing plan and financial plan. Feedback will be provided after sending those sections and a final paper & final eStore with products uploaded to the eStore to sell will be due during the final week. The text of your final paper has **no minimum number of pages, but has to cover all sections, double-spaced.**

Videos and creative work are highly recommended. There is no right or wrong related to a final paper. The papers will be graded on the marketability of the business idea, innovation and creativity. PPT Slides are required in every section and final business plan.

The following is a suggested format for your final paper:

I. Cover page (Format provided)

Include class name, professor, Company name and your team's name (Please include all student names)

II. Executive summary

A 1–2-page summary of both sections: Marketing and financial summaries should be included here

III. Body

Prepare a business plan including all sections described in class. Prepare PPT slides in a separate file

IV. References

Assignment Policy:

1. Papers should be double-spaced and typed with 1" margins (top, bottom, right, and left).
2. Type size should not be larger than 12 pt.
3. Your name and class at the top left. You can also use a cover page.
4. Chapter number and title at the middle of the paper (top).
5. Chapter papers should cover **all concepts and examples**. (Minimum 2 pages)
6. APA style and references section required.
7. Papers will be submitted by **Saturdays at midnight**.
8. Be sure to proofread your paper carefully. Grammar, punctuation and spelling errors will adversely affect your grade, please request help at the writing center if needed.

IMPORTANT:

No late papers, **no exceptions** unless prearranged with the professor.

Teamwork is important for this class. If there is a problem with the team, grade will be adjusted at the instructor's discretion. The maximum grade will be 70%.

Attendance and Participation Policy:

The University attendance policy is in effect for this course. Please refer to Policy 7.005 Student Attendance at <https://untsystem.policytech.com/dotNet/documents/?docid=1347&public=true>.

Students need to participate in all assignments, including team-based assignments. Students who don't participate in the team assignment will receive zero points in that assignment.

University Policies and Procedures**Students with Disabilities (ADA Compliance):**

The University of North Texas at Dallas makes reasonable academic accommodations for students with disabilities. Students seeking accommodations must first register with the Disabilities Services Office (DSO) to verify their eligibility. If a disability is verified, the DSO will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time, however, DSO notices of accommodation should be provided as early as possible in the semester to avoid any delays in implementation. Note that a student must obtain a new letter of accommodation for every semester and must meet/communicate with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letter during their designated office hours to protect the privacy of the student. For additional information see the Disability Services Office website at <http://www.untDallas.edu/disability>. You may also contact them by phone at 972-338-1777; by email at UNTDDisability@untDallas.edu on the first floor of the Student Center.

Canvas Instructure Accessibility Statement:

University of North Texas at Dallas is committed to ensuring that online and hybrid courses are usable by all students and faculty including those with disabilities. If you encounter any difficulties with technologies, please contact our ITSS Department. To better assist them, you would want to have the operating system, web browser and information on any assistive technology being used. The Canvas Instructure Accessibility Statement is provided at <https://www.canvaslms.com/accessibility>.

NOTE: Additional instructional technology tools, such as Turnitin, Respondus, Panopto, and publisher cartridge content (i.e. MyLab, Pearson, etc.) may NOT be fully ADA compliant. Please contact our Disability Office should you require additional assistance utilizing any of these tools.

Academic Integrity:

Academic integrity is a hallmark of higher education. You are expected to abide by the University's code of Academic Integrity policy. Any person suspected of academic dishonesty (i.e., cheating or plagiarism) will be handled in accordance with the University's policies and procedures. Refer to the UNT Dallas Academic Integrity Policy in the appropriate Catalog at <http://dallascatalog.unt.edu>.

Academic dishonesty includes, but is not limited to, cheating, plagiarizing, fabrication of information or citations, facilitating acts of dishonesty by others, having unauthorized possession of examinations,

submitting work of another person or work previously used without informing the instructor, or tampering with the academic work of other students.

The goal for this class is to make sure all students have writing skills. The use of AI tools should be only to give students ideas, but not to complete assignments.

Web-based Plagiarism Detection: Please be aware in some courses, students may be required to submit written assignments to Turnitin, a web-based plagiarism detection service, or another method. If submitting to Turnitin, please remove your title page and other personal information.

Classroom etiquette:

Students are encouraged to contribute their perspectives and insights to class discussions. However, offensive & inappropriate language (swearing) and remarks offensive to others of particular nationalities, ethnic groups, sexual preferences, religious groups, genders, or other ascribed statuses will not be tolerated. Disruptions which violate the Code of Student's Rights, Responsibilities, and Conduct will be referred to the Dean of Students as the instructor deems appropriate (UNT Policy 7.001 found at <https://untsystem.policytech.com/dotNet/documents/?docid=1278&public=true>).

Online Attendance and Participation:

The University attendance policy is in effect for this course. Class attendance in the Canvas classroom and participation is expected because the class is designed as a shared learning experience, and because essential information not in the textbook will be discussed in the discussion board. Online presence and participation in all class discussions is essential to the integration of course material and your ability to demonstrate proficiency.

Attendance for this online or hybrid course is considered when you are logged in and active in Canvas, i.e., posting assignments, taking quizzes, or completing Discussion Boards. To maintain financial aid award eligibility, activity must occur before the census date of the session or term of the course. Refer to [UNT Dallas' Registrar](#) for specific dates. If you are absent/not active in the course shell, it is YOUR responsibility to let the instructor know immediately, upon your return, the reason for your absence if it is to be excused. All instructors must follow university policy 7.005 covering excused absences; however, it is the instructor's discretion, as outlined in the course syllabus, of how unexcused absences may or may not count against successful completion of the course.

Classroom Disruption:

Students are expected to engage with the instructor and other students in this class in a respectful and civil manner at all times to promote a classroom environment that is conducive to teaching and learning. Students who engage in disruptive behavior will be directed to leave the classroom. A student who is directed to leave class due to disruptive behavior is not permitted to return to class until the student meets with a representative from the Dean of Students Office. It is the student's responsibility to meet with the Dean of Students before class meets again and to provide the instructor confirmation of the meeting. A student who is directed to leave class will be assigned an unexcused absence for that class period and any other classes the student misses as a result of not meeting with the Dean of Students. The student is responsible for material missed during all absences and the instructor is not responsible

for providing missed material. In addition, the student will be assigned a failing grade for assignments, quizzes or examinations missed and will not be allowed to make up the work.

The Code of Student's Rights, Responsibilities, and Conduct (UNT Policy 7.001 found at <https://untsystem.policytech.com/dotNet/documents/?docid=1278&public=true>) describes disruption as the obstructing or interfering with university functions or activity, including any behavior that interferes with students, faculty, or staff access to an appropriate educational environment. Examples of disruptive behavior that may result in a student being directed to leave the classroom include but are not limited to: failure to comply with reasonable directive of University officials, action or combination of actions that unreasonably interfere with, hinder, obstruct, or prevents the right of others to freely participate, threatening, assaulting, or causing harm to oneself or to another, uttering any words or performing any acts that cause physical injury, or threaten any individual, or interfere with any individual's rightful actions, and harassment. You are encouraged to read the Code of Student's Rights, Responsibilities, and Conduct for more information related to behaviors that could be considered disruptive.

Course Evaluations:

Student evaluations of teaching effectiveness is a requirement for all organized classes at UNT Dallas. This short survey will be made available to you at the end of the semester via your campus email, providing you a chance to comment on how this class is taught. I will not have access to the results of the evaluations until after final grades have posted. I am very interested in the feedback I get from students, as I work to continually improve my teaching. I consider students' evaluations to be an important part of your participation in this class.

Bad Weather Policy:

Campus facilities will close, and operations will be suspended when adverse weather and/or safety hazards exist on the UNTD campus or if travel to the campus is deemed dangerous as the result of ice, sleet or snow. In the event of a campus closure, the Marketing and Communication Department will report closure information to all appropriate major media by 7 a.m. That department will also update the UNTD website, Facebook and Twitter with closing information as soon as it is possible. For more information please refer to <http://www.untDallas.edu/police/resources/notifications>.

Inclement Weather and Online Classes:

Online classes may or may not be affected by campus closures due to inclement weather. Unless otherwise notified by your instructor via e-mail, online messaging, or online announcement, students should assume that assignments are due as scheduled.

Technology Assistance: To successfully access the materials in an online or hybrid course, UNT Dallas advises that your computer be equipped with the minimum system requirements listed on the first page of the syllabus.

Browser and computer requirements for Canvas:

<https://community.canvaslms.com/t5/Canvas-Basics-Guide/What-are-the-browser-and-computer-requirements-for-Instructure/ta-p/66>