University of North Texas at Dallas
Spring 2025
DISTANCE EDUCATION SYLLABUS
MGMT 3850.071: 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 11:00am - 3:00pm & by appointment
Virtual Office Hours	Thursday (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 3850:** Initiation of new ventures and approaches to growth of existing firms through opportunity recognition, innovation, and change. Course emphasizes developing effective entrepreneurial skills and behaviors and includes preparation of a comprehensive business plan. (UNT Undergraduate catalog).
Prerequisites	N/A
Corequisites	
Required Reading	Required text : Bruce R Barrinnger, R Duane Ireland *Entrepreneurship, Succefully launching new ventures 6th edition*. Prentice Hall. ISBN – 13: 978-0134729534, ISBN-10: 013472953-6 *NOTE: The text must be purchased 1st week of class.*

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 • **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 entrepreneurship, small business management techniques and provide a foundation for forming a new business and creating a business plan.

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

1. Describe in writing the basic theory and principles of entrepreneurship and small business management
2. Write a report related to entrepreneurship and small business research
3. Demonstrate student creativity and innovation by writing a report
4. Describe effective courses of action for entrepreneurial businesses and solve problems for such businesses
5. Identify and design a competitive business model
6. Write a business report including a marketing plan, feasibility analysis, operational plan, financial plan completing a full business plan
7. Analyze and describe forms of business ownership
8. Make meaningful suggestions to established businesses in writing

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.

Jan 13 - 17	Introduction to course and requirements Assignments: 1. Please review class materials 2. Contact your team and select one person to communicate with me	Introduction Teams
Jan 20 - 24	**Chapter 1:** *Introduction to Entrepreneurship* **Chapter 2:** *Recognizing oppportunities and generating ideas* **Assignments:** *Read Chapters (Chapters 1 & 2)*	Chapters 1 & 2
Jan 27 – Feb 1	**Assignments:** *Cool idea paper & presentation due*	**Cool idea Paper due**
Feb 3 - 7	**Chapter 3:** *Feasibility Analysis* **Assignments:** *Read Chapter (Chapter 3)*	Chapter 3
Feb 10 - 14	**Chapter 6:** *Writing a business plan* **Assignments:** *Read Chapter (Chapter 6)*	Chapter 6

Feb 17 - 21	**Chapter 4:** *Developing an affective Business Model* **Chapter 5:** *Industry and Competitor Analysis* **Assignments:** 1.Read Chapters (Chapters 4 & 5) 2. Prepare Chapter review paper (Chapters 1-6)	Chapter 4 & 5 **Chapter Reviews 1-6**
Feb 24 – 28	**Chapter 11:** *Unique Marketing Issues* **Assignments:** Read Chapter (Chapters 11)	Chapter 11
Mar 3 - 7	**Chapter 7:** *Preparing the proper ethical and legal foundation* **Chapter 9:** *Building a new venture team* **Assignments:** Read Chapters (Chapters 7 & 9)	Chapter 7 & 9
Mar 10 - 14	**Spring Break**	
Mar 17 - 21	**Assignments:** *Marketing plan paper (Final- please review guide)*	**Marketing plan paper due**

Mar 24 - 28	**Chapter 12:** *The importance of intellectual property* **Assignments:** *Read Chapter (Chapter 12)*	Chapter 12
Mar 31 – Apr 4	**Assignments:** *Operations plan paper (please review guide on BB)*	**Operations plan paper due**
Apr 7 - 11	**Chapter 8:** *Assessing a new ventures financial strength and viability* **Chapter 10:** *Getting financing and funding* **Assignments:** *1.Read Chapters (Chapters 8 & 10)* *2. Prepare Chapter review paper (Chapters 7-12)*	Chapter 8 & 10 **Chapter Reviews 7-12**
Apr 14 - 18	**Assignments:** *Financial plan paper (please review guide on BB)*	**Financial plan paper due**
Apr 21 – 25	**Team work week** *Teamwork week. This week we have no assignments, we will use the week to complete final business plan*	Teamwork week

Apr 30	**Final Paper** Final Business plan paper (Final- please review guide on *BB)*	**Final paper due**

Course Evaluation Methods

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

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

- 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 business.

Grading Matrix:

Instrument	Value (points or percentages)	Total
Chapter reviews *(2.5 pts each chapter)*	15 points	15
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Cool Idea	20	20
Marketing plan	10	10
Operations plan	10	10
Financial plan	10	10
FINAL Business Plan	20	20
Quizzes, Discussion participation & 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:

Cool Product Idea Assignment
Please prepare a paper describing an innovative business idea, product or service. Please review the document posted on Canvas for more details.

Business plan sections (marketing, operations and financial) and Final Paper
You will complete the final business plan (paper). During the semester, I will provide guides for 3 different sections: Marketing plan, Operations plan and financial plan. Feedback will be provided after sending those sections and a final paper will be due during the final week. The text of your final paper has **no minimum number of pages, but must 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 3 sections: Marketing, operations and financial summaries should be included here.
III.   Body
         Prepare a business plan including all sections described in class videos. 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 (UNTD 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 (UNTD 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