University of North Texas at Dallas
Fall 2024
SYLLABUS

MGMT 3850.0001: Foundations of Entrepreneurship - Fall 2024 3 **hrs.**

Department of	Management
Instructor Name	Matthew L. Houston
Office Location	Founders Hall 320
Office Phone	972.338.1359
Email Address	Matthew.Houston@untdallas.edu
Office Hours	Wednesdays, 11 AM- 1 PM, after class, or by Appointment via Canvas and/or Email
Virtual Office Hours	Wednesdays, 11 AM- 1 PM, after class, or by Appointment via Canvas and/or Email
Course Format/Structure	Face to Face
Classroom Location	TBD
Class Meeting Days & Times	Wednesdays, 1 PM
Course Catalog Description	Initiation of new ventures and approaches to growth of existing firms through opportunity recognition, innovation and change. Emphasizes developing effective entrepreneurial skills and behaviors. Includes preparation of a comprehensive business plan. Open to non-business majors.
Prerequisites	N/A
Corequisites	N/A
Required Reading	*No Textbook Needed; Case Studies and Materials will be assigned throughout the semester*
Recommended Reading & References	Resources are available in the "Files" folder in canvas

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	Getting Help with Canvas:
Supported Browsers: • Chrome 67 & 68 • Firefox 60 & 61 • Flash 29, 30 (for audio/video) • Respondus Lockdown Browser • Safari 10, 11 **Supported Devices:** • iPhone • Android • Chromebook *Note: Tablet users can use the Canvas app* **Screen Readers:** • VoiceOver (Safari) • JAWS (Internet Explorer) • NVDA (Firefox) *Note: There is no screen reader support for Canvas in Chrome*	**Canvas 24/7 Phone Support for Students: 1-833-668-8634** **Canvas Help Resources:** **Canvas Student Guide -** **https://community.canvaslms.com/docs/DOC-10701** For additional assistance, contact Student Assistance (UNT Dallas Distance Learning): DAL1, Room 157 Phone: 972-338-5580 Email: distancelearning@untdallas.edu **If you are working with Canvas 24/7 Support to resolve a technical issue, please keep me updated on the troubleshooting progress.** **If you have a course-related issue (e.g., course content, assignment trouble, quiz difficulties), please contact me during office hours or by email.**

Course Overview

Course Goals/Overview:

This Entrepreneurship course is designed to serve four populations:

1. Students with a general interest in entrepreneurship but no real focus
2. Students with a specific area of interest for starting a venture.
3. Students who are actively engaged in a venture while in school.
4. Any student that would like to find a way to incorporate a social good component of whatever vocation you choose to pursue.

We will look at some of the most innovative thinkers and philanthropists of our time and how they are able to mobilize people to support their cause/mission and to create a business plan for sustained success. This could include a student or professional who has an idea and a skillset and turns it into a million-dollar enterprise.

It's easy to name them. Steve Jobs. Elon Musk. Oprah Winfrey. Mark Zuckerberg. Richard Branson. The entrepreneurs who have dreamed of a world worth living in and who had the will and perseverance to reality to meet their vision. But what of the hundreds of thousands of entrepreneurs who – although

remaining mostly unknown and struggling outside the rapt attention devoted to the famous few – improve their own neighborhoods, churches, cities, schools, and communities through the work of entrepreneurship? They create cool new aps, start after-school programs, and launch local grocery stores, auto garages, and tech companies. They work long hours. They hire employees. They pay taxes. They give back.

Entrepreneurship is found in the story of small victories and local heroes, just as much as it is in the marquee names and headline-grabbing, billion-dollar successes. In this class, we celebrate all of it. During this semester, we will explore and critique and learn about the phenomenon of entrepreneurship. We approach entrepreneurship as a way of thinking and acting, as an attitude and a behavior. Most importantly, we will learn that entrepreneurship is a process, which can be learned, repeated, and applied to any human endeavor.

In this course, you will be asked to be an entrepreneur and develop a concept for a viable, scalable business. You will also be asked to critique – thoughtfully, kindly, but thoroughly – the business concepts of your fellow students. In this class, the memorization of concepts and definitions is eschewed in favor of application, and you will be confronted with real-world situations and other opportunities to experience what it means to be an entrepreneur.

Learning Objectives/Outcomes:

This course is built around several core objectives. By the semester's end, you should be able to:

1. Understand and apply the entrepreneurship process, as well as discern between the different contexts in which the process may unfold, and ways to successfully navigate the process.
2. Demonstrate an ability to distinguish ideas from opportunities and enhance your ability to recognize and evaluate opportunities.
3. Develop a business concept and critique the viability of your own and others' business concepts.
4. Demonstrate understanding of the entrepreneurial competencies and how entrepreneurs are different from managers. Moreover, develop and apply these entrepreneurial competencies in this class and in your lives.

Experience Exercises

This class is designed to enable you to begin to develop an entrepreneurial mindset. Mindsets – or ways of thinking and acting in the world – aren't borne through exams, memorization, and multiple-choice quizzes. Mindsets are borne by living through and reflecting on and drawing connections between experiences. In this course, I have devised a series of experience exercises that you may undertake. Each week, several experience exercises will be assigned to you (though you may complete almost all of them in advance). More information regarding the exercises can be found in Canvas.

Learning Objectives and Outcomes:

By the end of this course, students should be able to:

- Clearly articulate the spectrum of Entrepreneurship and be able to identify which area they believe is the most appropriate format for them to perpetuate social good.

- Develop and write a concise and effective plan for an already existing business or develop from scratch their own social venture that can be used in a real-world application for these organizations
- Develop and present an immediately executable or implementable plan for organization or for your own social venture.
- Students will develop a high-level proficiency in the ability to discuss social entrepreneurship/social innovation topics and identify how social good initiatives can be inserted into different businesses from non-profits to full-fledged social entrepreneurial organizations.

Case Study/Community Collaboration

You will be presented with case studies throughout the course as supplemental resources to learn more about the genesis of Social Entrepreneurship, its relevance near the UNT Dallas campus, and cases around the world. Also, you will work on an assignment to assess the Tenth Street Historic District.

The Tenth Street Freedman's Town is a historic African American community in the Oak Cliff section of Dallas, Texas. A freedmen's town is a community settled by formerly enslaved people who were emancipated during and after the American Civil War. The freedmen's town that became known as Tenth Street began near the confluence of Cedar Creek and Cedar Creek Branch, at the foot of an African American burial ground dating back to 1846. The name "Tenth Street" became associated with the community in 1887, when John Scarborough Armstrong and Thomas Lafayette Marsalis platted the town of Oak Cliff.

Final Project:

For your Class Project, you will be placed in groups and will be tasked with creating an innovative business that can be included in a development near the University. The development will cover 270 acres and include urban homes, commercial buildings, a town center, and green spaces.

Our group's goal will be to choose one business idea that aligns with the vision and objectives of the development near campus, create a comprehensive business plan, and present it at the end of the semester. We will need to consider the needs and demands of this new community, as well as the overall goals of the real estate developer.

Throughout the semester, your group will need to collaborate effectively and utilize each team member's strengths to ensure the success of our project. You will divide tasks such as research, financial projections, marketing strategies, and presentation preparation among the team members to maximize efficiency. Your midterm Regular communication and regular check-ins will be essential to keep everyone on track and ensure a cohesive final presentation.

Your final project will be split into two separate presentations. The first presentation (Mid-Term) will be on why you have selected the organization/company and issue you have selected to address. You will need to properly communicate what area in the spectrum you will be addressing (i.e. non-profit, for profit, social business, social enterprise, Corporate Social Responsibility, Social Entrepreneurship endeavor, or Policy creation) as well as what social issue you will be addressing (this can include but will not be limited

to: education, environment, art, culture, design, technology, international development, microfinance, human services, or workforce development). **Your midterm should be 4-5 pages, Times New Roman, double-spaced, 12-point font. Assignment is due October 16, 2024, by 11:59 PM CST.**

The second project will be your final presentation, which will include your research, understanding, and overall plan for implementation that can be used by your partnering organization or own social venture. Your final presentation will be a continuation of your midterm, with added stats and figures learned from classes after your midterm. The final will include a written plan **(at least 8 pages, Times New Roman, double-spaced, 12-point font),** presentation deck **(due on the day of presentation)** and your **verbal group presentation.**

The project will be evaluated based on the following criteria and should be organized in the following sections:

1.	Written Plan	35 points
2.	Presentation Deck	35 points
3.	Actual Presentation	30 points
		100 points

Course Outline and Discussion Topics
This schedule is subject to change by the instructor.

Timeline	Topic	Readings/Activities/Assignments
8-28-24	**Introduction/ What Is Entrepreneurship?**	Read Case Study: *The Meaning of Social Entrepreneurship*
9-4-24	**Types of Entrepreneurship**	Watch Interview: Chalon Clark Thomas
9-11-24	**General Entrepreneurship/ Discuss Mid-Term and Final Project**	Watch Interview: Money Matters with Dr. Ajamu Loving and Veronica Torres Hazley
9-18-24	**Competition/Marketing**	
9-25-24	**Competition/Marketing (cont.) Community Collaboration Assignment #1**	
10-2-24	**Business Entities**	Read Case Study: *Gender Identity and Entrepreneurial Intention: The Effects of Grit and Perceived Barriers to Entry*
10-9-24	**Business Entities (cont.)**	Prepare for Midterm Submission
10-16-24	**Management and Operations Community Collaboration Assignment #2 Midterm is DUE by 11:59 PM CST**	
10-23-24	**Management and Operations**	
10-30-24	**Management and Operations**	Read Case Study: *Does microfinance program innovation reduce income inequality? Cross-country and panel data analysis*

Timeline	Topic	Readings/Activities/Assignments
11-6-24	**Management and Operations**	
11-13-24	**Business Finance** **Community Collaboration Assignment #3**	
11-20-24	**Business Finance**	Read Case Study: *Social Entrepreneurship Education as a Viable Approach to Building Resilient Communities*
11-27-24	**Thanksgiving Week- No Class**	
12-4-24	**Group Presentation Prep**	
12-11-24	**Group Presentations**	

Course Evaluation Methods

Student Conduct Policy

Any single instance of plagiarism – **including self-plagiarism** – including re-using recordings, reflections, or any other content, as well as any other honor code violations such as making a **false declaration** (declaring without submitting an assignment), will automatically result in an F for the course. There will be no warnings for first offenses. This policy will be applied strictly and consistently.

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The Score Card

Points Earned	*Equivalent Grade*
900-1000	A
800-899	B
700-799	C
600-699	D
Below 600	F

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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

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.

Exam Policy:

Exams should be taken as scheduled. No makeup examinations will be allowed except for documented emergencies (See Policy 7.005 Student Attendance at https://www.untdallas.edu/hr/upol).

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 use of artificial intelligence (AI) tools*, including large language models like ChatGPT, for the completion of coursework in this class is subject to the following policy:*

- *Permitted Uses: Students may use AI tools for brainstorming, research assistance, and initial drafting. However, the output generated by these tools should be critically evaluated and not incorporated directly into assignments.*

- *Original Work: All submitted work must be the student's original creation. AI-generated content should be used as a starting point for further development and must be clearly cited and attributed.*

- *Academic Integrity: The use of AI tools does not absolve students of their responsibility to uphold academic integrity. Any attempt to pass off AI-generated content as one's own work will be considered a violation of academic honesty policies.*

- *Citation and Attribution: When using AI tools, students must properly cite and attribute the AI-generated content in accordance with the citation style specified for the assignment.*

- *Critical Thinking: The goal of this course is to develop critical thinking and problem-solving skills. While AI tools can be helpful, they should not be used as a substitute for independent thought and analysis.*

- *Instructor's Discretion: The instructor reserves the right to further restrict or prohibit the use of AI tools in specific assignments or assessments.*

Students are encouraged to discuss any questions or concerns about the use of AI tools with the instructor.

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).

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 absent 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's 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: In order to successfully access the materials in Canvas, UNT Dallas advises that your computer be equipped with the minimum system requirements listed on the first page of the

syllabus.

If you experience difficulty accessing or using components of the course, try using Google Chrome browser. If you still experience technical difficulties, first, notify your instructor.

If the problem is still not resolved, call Distance Learning at the phone number listed on the first page of the syllabus. Also, no matter what browser you use, always enable pop-ups.

For more information see:

- UNT Dallas Canvas Technical Requirements: https://community.canvaslms.com/docs/DOC-10721
- Canvas Instructure Support & Unsupported Operating Systems: https://community.canvaslms.com/docs/DOC-10720