**Wayland Mission Statement**

Wayland Baptist University exists to educate students in an academically challenging, learning-focused, and distinctively Christian environment for professional success, and service to God and humankind.

**Contact Information**

**Course**

: MGMT 4321 <<VC01>> – Entrepreneurship

**Campus**

: << WBUonline >>

**Term/Session**

**:** <<Fall 2025>>

**Instructor**

**:** <<Dr Barry Evans>>

**Office Phone Number/Cell #**

**:** <<806.388.0544; TEXT ONLY during regular business hours>>

**WBU Email Address**

**:** <<barry.evans@wayland.wbu.edu>>

**Office Hours, Building, and Location**

**:** <<N/A>>

**Class Meeting Time and Location**

**:** <<online>>

**Catalog Description**

**:**

Self-assessment and venture management, identifying and evaluating new venture opportunities, marketing research applications; operational aspects; risk management, case studies, and field experiences.

**Prerequisite:**

None

**Textbook Information**

**Required Textbook(s) and/or Required Materials**

**:**

| **BOOK** | **AUTHOR** | **ED** | **YEAR** | **PUBLISHER** | **ISBN#** |
| --- | --- | --- | --- | --- | --- |
| Launching New Ventures: An Entrepreneurial Approach  With Mind Tap | Allen | 8th | 2020 | Cengage | 9781-33791-9616 |

*This course is part of the* ***Pioneer Academic Access Program****. You will have access to an eBook, access code, and interactive learning material on the first day of class through your Blackboard course site. You will be notified via email with access instructions and additional information. If the course requires a physical book you can order at bookstore.wbu.edu. You can choose to opt-out, however if you do you will lose access to* ***EVERY******class/material*** *and have to source through third party vendors.*

**Optional Materials**

**:** <<None required>>

**Course Outcome Competencies**

**:**

* Demonstrate an understanding of entrepreneurial concepts and processes.
* Develop ideas for new business opportunities; Identify target customers, market factors, locations, and financial requirements for a new business.
* Integrate entrepreneurial concepts and processes.
* Develop and present an original business plan.

**Attendance Requirements**

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WBUonline

Students are expected to participate in all required instructional activities in their courses. Online courses are no different in this regard; however, participation must be defined in a different manner. Student “attendance” in an online course is defined as active participation in the course as described in the course syllabus. Instructors in online courses are responsible for providing students with clear instructions for how they are required to participate in the course. Additionally, instructors are responsible for incorporating specific instructional activities within their course and will, at a minimum, have weekly mechanisms for documenting student participation. These mechanisms may include, but are not limited to, participating in a weekly discussion board, submitting/completing assignments in Blackboard, or communicating with the instructor. Students aware of necessary absences must inform the professor with as much advance notice as possible in order to make appropriate arrangements. Any student absent 25 percent or more of the online course, i.e., non-participatory during 2 or more weeks of an 8-week session, may receive an F for that course. Instructors may also file a Report of Unsatisfactory Progress for students with excessive non-participation. Any student who has not actively participated in an online class prior to the census date for any given session is considered a “no-show” and will be administratively withdrawn from the class without record. To be counted as actively participating, it is not sufficient to log in and view the course. The student must be submitting work as described in the course syllabus. Additional attendance and participation policies for each course, as defined by the instructor in the course syllabus, are considered a part of the university’s attendance policy.

**University Policies**

**Academic Integrity**

**:**

[Link to Statement on Academic Integrity](https://www.wbu.edu/academics/writing-center/Academic%20Integrity%20Statement%20Pol%208.4.1%20Attch%20Oct%2020222.pdf)

**Artificial Intelligence:**

**No use of any generative AI tools permitted.**

* + 1. Students are required to create and produce all work themselves or with assigned group members. Any work submitted that has used an AI generative tool like ChatGPT will be in immediate violation of the academic integrity policies for the course and WBU.
    2. All assignments must be fully created, designed, and prepared by the student(s).
    3. Any work that uses generative AI will be treated as plagiarism.

**Disability Statement:** In compliance with the Americans with Disabilities Act of 1990 (ADA), it is the policy of Wayland Baptist University that no otherwise qualified person with a disability be excluded from participation in, be denied the benefits of, or be subject to discrimination under any educational program or activity in the university. The Disability Services Coordinator and Academic Coach serves as the coordinator of students with disabilities and must be contacted concerning accommodation requests. Office: (806) 291-1057. Documentation of a disability must accompany any request for accommodations.

**Course Requirements and Grading Criteria**

* << **Chapter Assignments**: You will be assigned chapter assignments each week of the semester. Be sure to log into MindTap through Blackboard to access these assignments.

**Business Plan**: Each student will create a business plan for a hypothetical company you will plan. You will research each aspect of the business plan as well as you can. The business plan is meant to be presented to potential investors in your new company. **DETAILED INSTRUCTIONS FOR THE BUSINESS PLAN ARE UNDER CONTENT IN BLACKBOARD**

**Oral Presentation**: Each student will present the Business Plan for the small business you are creating. An excellent presentation will be well-rehearsed and have logical flow. Logical flow means you guide the audience through the presentation, beginning with an overview of what will be covered, followed by the body of the presentation, then a concluding summary of the main points.

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| **Requirement** | **Percent of Grade** |
| Chapter Assignments | 60% |
| Business Plan | 20% |
| Oral Presentation of Business Plan | 20% |
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**Course Grading:** The final grade will be determined in this manner

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| --- | --- |
| **Percent Equivalent** | **Grade** |
| 90-100 | A |
| 80-89 | B |
| 70-79 | C |
| 60-69 | D |
| Below 60 | F |

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**Student Grade Appeals**

**:** Students shall have protection through orderly procedures against prejudices or capricious academic evaluation. A student who believes that he or she has not been held to realistic academic standards, just evaluation procedures, or appropriate grading, may appeal the final grade given in the course by using the student grade appeal process described in the Academic Catalog. Appeals may not be made for advanced placement examinations or course bypass examinations. Appeals are limited to the final course grade, which may be upheld, raised, or lowered at any stage of the appeal process. Any recommendation to lower a course grade must be submitted through the Vice President of Academic Affairs to the Faculty Assembly Grade Appeals Committee for review and approval. The Faculty Assembly Grade Appeals Committee may instruct that the course grade be upheld, raised, or lowered to a more proper evaluation.

**Tentative Schedule**

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| **Week** |  | **Assignment** | **Due Date** |

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| --- | --- | --- |
| Week 1: Aug 11-16 | Ch 1-2 Assignments | Aug 16 at 11:45 p.m. |
| Week 2: Aug 18-23 | Ch 3-4 Assignments | Jan 23 |
| Week 3: Aug 25-30 | Ch 5-6 Assignments | Aug 30 |
| Week 4: Sept 2-7 | Ch 7-8 Assignments | Sept 7 |
| Week 5: Sept 9-14 | Ch 9-10 Assignments | Sept 14 |
| Week 6: Sept 16-21 | Ch 11-12 assignments | Sept 21 |
| Week 7: Sept 23-28 | Ch 13-14 Assignments | Sept 28 |
| Week 8: Sept 30-10/4 | Ch 15-16 Assignments  **Small Business Plan and Oral Presentation** | Oct 4 |

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**Additional Information**

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