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Campus Name

School of Business

# 2. UNIVERSITY 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.

# 3. COURSE NUMBER & NAME:

MGMT 6311-VC01, Entrepreneurship

# **4. TERM**:

Fall, 2019

# **5. INSTRUCTOR**:

Dr. Sheron Lawson

# **6. CONTACT INFORMATION**:

Office phone: 682-250-4003

WBU Email: lawsons@wbu.edu

# **7. OFFICE HOURS, BUILDING & LOCATION**:

 Online and Telephone by appointment

# **8. COURSE MEETING TIME & LOCATION**:

Meeting day & time: Online via Blackboard

# **9. CATALOG DESCRIPTION**:

Examination of the identification of entrepreneurship opportunities, funding support and venture capitalists, infrastructures necessary for successful entrepreneurship, identifying characteristics of entrepreneurs, network effects on entrepreneurship, and other related topics.

# 10. PREREQUISITE:

* Doctoral student status

# **11. REQUIRED TEXTBOOK**: None

REQUIRED RESOURCE MATERIAL:

1. Entrepreneurship and Innovation Toolkit ||3rd Edition - 2017|| Lee Swanson, University of Saskatchewan|| Is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License, except where otherwise noted.
2. Entrepreneurial Behavior: Transforming an Innovative Idea into an Entrepreneurial Product|| June 9, 2011|| ISBN-13: 978-1463550417; ISBN-10: 1463550413|| An Open Textbook Adaptation by Textbook Equity

**RECOMMENDED** RESOURCE MATERIAL**:**

* Sustainability, Innovation, and Entrepreneurship ||2011|| ISBN 13: 9781453314128|| Andrea Larson, University of Virginia|| Publisher: Saylor Foundation

**RECOMMENDED READING AND VIDEOS:**

* **O’Hara, Sarah**, “How to Tell a Great Story;” HBR Blog Network, July 30, 2014
* **Amabile, Theresa**, “How to Kill Creativity” (available at [www.hbsp.org](http://www.hbsp.org))
* **Kauffman Founders School Videos** – What We Know About Startups

Note: All resource materials are Open Educational Resources (OER). OER are teaching, learning and research materials that reside in the public domain or have been released under an open license that permits no-cost access, use, adaptation and redistribution by others with no or limited restrictions. You can find these materials by a google search or at

[OER Commons (https://www.oercommons.org/)](OER%20Commons%20%28https%3A//www.oercommons.org/%29)

# 12. OPTIONAL MATERIALS

# APA Manual

# Any textbook that covers the basic foundation information on entrepreneurship

# **13. COURSE OUTCOMES AND COMPETENCIES**:

* Critique and synthesize theories in entrepreneurship research
* Propose research projects that extend or combine research in entrepreneurship
* Apply entrepreneurship research theories to current management problems

# 14. ATTENDANCE REQUIREMENTS:

As stated in the Wayland Catalog, students enrolled at one of the University’s external campuses should make every effort to attend all class meetings. All absences must be explained to the instructor, who will then determine whether the omitted work may be made up. When a student reaches that number of absences considered by the instructor to be excessive, the instructor will so advise the student and file an unsatisfactory progress report with the campus executive director. Any student who misses 25 percent or more of the regularly scheduled class meetings may receive a grade of F in the course. Additional attendance policies for each course, as defined by the instructor in the course syllabus, are considered a part of the University’s attendance policy.

# **15. STATEMENT ON PLAGIARISM & ACADEMIC DISHONESTY**:

Wayland Baptist University observes a zero tolerance policy regarding academic dishonesty. Per university policy as described in the academic catalog, all cases of academic dishonesty will be reported, and second offenses will result in suspension from the university.

# **16. 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 Coordinator of Counseling Services serves as the coordinator of students with a disability and should be contacted concerning accommodation requests at (806) 291-3765. Documentation of a disability must accompany any request for accommodations.

# **17. COURSE REQUIREMENTS and GRADING CRITERIA**:

**Course Assignments:**

**Discussion Board/ Peer Response – During the term, there will be five distinctive discussion board forums. The specific discussion board topic and due dates will be found in the Blackboard Discussion Board tab. Specific requirements and grading rubric will be found in Blackboard Course Content tab. Each student is required to respond to all classmates in a substantive manner, which should demonstrate scholarship and critical analysis. Use at least 2 outside sources for each response to substantiate your assertions. The more you respond to classmates, and the more comprehensively you respond will increase your grade for this peer response. The five (5) Discussion Board forums represent 20% of the total grade.**

**Mini Literature Reviews – The students will develop four mini literature reviews from the reading assignments topics. At least 5 peer reviewed journal articles should be including in this assignment. The specific requirements, format, grading rubric, and due date will be found in the Weekly Course Content tab, within Blackboard. The Mini Literature Reviews represent 30% of the total course grade.**

**Semester Research Paper- A research paper will be completed on one of the topics discussed during this class. The paper should be a minimum of 20 pages of content, excluding coversheet, abstract and references. Twenty (20) peer reviewed, scholarly journal articles should be properly cited and noted in the bibliography. Please use APA format. Check the syllabus for the deadline to have your topic approved. The paper will be submitted to Safe Assignment. If Safe Assignment detects more than 20% match of previously written work, we will have a discussion. The total point value for this research paper is 400 points. This paper should include an introduction, literature review, testable hypotheses (research questions), and a conclusion and discussion section. Please use these headings. The Research Paper represents 40% of your grade.**

**Applied Research Project Description-** As part of the requirements for this degree, students will complete an Applied Research Project that will be completed by Term 10 in the MGMT 6220 course. Through this project, students will integrate key concepts, theories and skills that they have learned throughout the program. The project should relate to the students’ professional interests and responsibilities. Students should identify some problem or issue within their organizations for which they can apply what they have learned in the program in the development of a solution to the problem or issue. Key components of the project should include:

Chapter 1: An Introduction to the problem or issue.

Chapter 2: A Literature Review that provides insight into the problem or issue from previous scholarly research.

Chapter 3: A proposed Methodology for the study that will be conducted. (The study method can be quantitative, qualitative or mixed methods).

Chapter 4: A Report of the Results.

Chapter 5: Conclusions / Findings and Recommendations for the problem solution.

The formal project deliverable will not be completed until the tenth term of the program during MGMT 6220. However, in order for students to accomplish this, they will need to work on the project throughout their program. Thus, during this class you should do the following:

Continue to add to the Annotated Bibliography from which the Literature Review will be developed.

Monitor the Project Plan timeline.

Upload the revised Annotated Bibliography to MGMT 6220.

**The Applied Research Project (ARP) represents 10% of the total course grade**

**Grading System:**

 **Points**

Discussion Board (5 total worth 40 points each) 200 points

Mini Literature Review (4 total worth 75 points each) 300 points

Semester Research Project 400 points

Applied Research Project 100 points

 **1000 total points**

**Grading Criteria:**

Letter grades from "A" to "F" will be issued to student based on individual work. The grading criteria are listed below:

**Grade Points Percentage**

A 100.0 points to 89.5 points - 100% to 90%

B 89.4 points to 79.5 points - 89% to 80%

C 79.4 points to 69.5 points - 79% to 70%

D 69.4 points to 59.5points - 69% to 60%

F 59.4 and below - 59% and below

I Incomplete: See Academic Catalog for more information

**17.1 Include Grade Appeal Statement:** “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/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.”

**Late Policy**

Unless there are special circumstances as noted below, all work (including Discussion Board assignments and any other graded assignment) must be submitted by the due date.

* Assignments submitted within one week after the due date will receive a 10% deduction.
* Assignments submitted more than one week, and less than 2 weeks late will receive a 20% deduction.
* Assignments submitted two weeks late or after the final date of the course will not be accepted.

Special circumstances (e.g. death in the family, personal health issues) will be reviewed by the instructor on a case-by-case basis.  ***To be considered for an exemption to the policy, students must contact the professor in advance of the due date.***

# 18. TENTATIVE SCHEDULE

| **Date** | **Course Activities and Description** | **Assignments** |
| --- | --- | --- |
| **Weeks 1 - 2** | **Part 1: Introduction to Entrepreneurship** * Opportunity Recognition and Design Thinking
* Evaluating Entrepreneurial Opportunities
 | See Blackboard for assignments – Discussion Board & Literate Review |
| **Weeks 3 - 4** | **Part 2: Business Models*** Business Planning
* Financing Entrepreneurship
 | See Blackboard for assignments - Discussion Board & Literate Review **Semester Project P.1** |
| **Weeks 5 - 6** | **Part 3: Business Set-Up, Start-Up, & Growth*** Strategic Entrepreneurship
 | See Blackboard for assignments - Discussion Board & Literate Review  |
| **Weeks 7 - 8** | **Part 4: Innovation and Entrepreneurship*** The Entrepreneurial Environment
 | See Blackboard for assignments - Discussion Board & Literate Review **Semester Project P.2** |
| **Week 9** | Work on Course Content Research Project | **Semester Project-Final** |
| **Weeks 10-11** | **Applied Research Project (ARP)*** **Submit draft – Week 10**
* **Revised paper – Week 11**
 | Draft paperRevised draft |

**Modifications:**

The course schedule is tentative and is subject to revision as necessary. The professor reserves the right to modify the course calendar, assignment due dates, and all other components of the syllabus and course as necessary. If any such changes are required, they will be announced in advance in Blackboard.

# 19. ADDITIONAL INFORMATION

Faculty may add additional information if desired.