

## Wayland Mission Statement

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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

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**Course:** MGMT 4321 VC01 – Entrepreneurship

**Campus:** WBUonline

**Term/Session:** Spring 1 2023

**Instructor:** Dr Jessica Williams

**Office Phone Number/Cell #:** (806) 834-0519

**WBU Email Address:** Jessica.williams@wayland.wbu.edu

**Office Hours, Building, and Location:** Virtual Office Location; Mon Wed Thurs 10:00 am - 1:00 pm; Sat 11:00 pm -2:00 pm (CST) Emails are answered after these hours as available

**Class Meeting Time and Location:** Virtual, Students are expected to log on daily, participate in discussions, complete assignments by the due date, and ensure to regularly check emails and messages

## Textbook Information

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### Required Textbook(s) and/or Required Materials:

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

*The textbook for this course is part of the **Wayland's Automatic eBook** program. You will have access to an eBook and interactive learning material on the first day of class through your Blackboard course site. The cost of this Automatic eBook will be billed directly to your student account when you register for the course. You will be notified via email with access instructions and additional information. If you do not wish to participate in the Automatic eBook program, you will have the first 12 days of class to opt-out of the program (additional details will be outlined in your email instructions). For more information on the Automatic eBook program, visit the Wayland Bookstore [Automatic eBook FAQ](#) page.*

### Optional Materials

## Course Information

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### 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

### 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

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**Statement on Plagiarism and 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.

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

Accessibility issues with content in WBUonline courses or in Blackboard should be addressed to the WBU accessibility coordinator, Rick Hammer, [hammerr@wbu.edu](mailto:hammerr@wbu.edu) or call 1-866-547-9192 for 24/7 Blackboard Support.

**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.

## Course Requirements and Grading Criteria

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Each week, there will be assignments and readings due. Please refer to the schedule regarding these assignments along with the tentative due dates. If an assignment and/or a due date is changed from what is reflected in the syllabus, an announcement will be posted. Please be sure you are checking the announcements through out the week regarding any changes and any additional information regarding assignments.

### Late Assignment Policy

Please note that it is the students' responsibility to plan ahead to submit assignments on time. I do not typically grant extensions. If you are traveling, etc. and are unsure of your access to the internet, it is strongly recommended that you plan ahead and submit assignments early. If for some reason the Blackboard system is down, and the class has trouble accessing the midterm or final exam (this is rare but has been known to happen) I will work with the class to create a new due date. The key is this: internet access is required for this course, if you are unsure of your potential access submit early! Generally, lack of internet access and computer issues are not acceptable excuses for late assignments. I understand that there are times where extraordinary circumstances may occur in student's lives that impact their assignment submission. In these circumstances, course assignments (e.g., discussion postings, written assignments, etc.) might be granted an extension from the instructor. If you feel your circumstance may warrant an extension, please contact the instructor within one week of the original assignment due date to request an extension. Please note that failure to plan ahead and allow time to complete a project does not usually warrant an extension. You are welcome to turn the

assignment in late; it will just have a late penalty (please see the following paragraph for more information on the course late policy).

All assignments are considered late if they are not submitted by 11 :59 PM CST on the day they are due. For each week that assignments are late, a 10% deduction in the overall grade for that assignment will be enforced. Assignments will not be accepted after two weeks past the original due date, except with instructor permission. Instructor permission will be granted at the instructor's discretion only for extraordinary circumstances, provided the student contacts the instructor within one week of the original discussion post due date to request the extension.

### **Requirements for Discussion Posts**

- An understanding of the question and course materials. Base your answer on the material you have read in the book and lecture notes. Show me you have read and understand the material in your answer. Feel free to use outside research but I do want to see you show me an understanding of the course materials rather than just basing your answer on information you "googled".
- Justify and explain your answers, don't just state them.
- Initial posts need to be at least 150 words in length
- Correct grammar, spelling, and punctuation.
- Thoughtful responses to your fellow students' posts that extend the discussion or respectfully questions the response. You need to post more than "Great answer!" types of responses. Show an analysis of their post in your response.
- Responses to 2 other students' posts are required per each chapter's DQ .
- Each response should be at least 3 thorough sentences that add a sense of discussion to their post. Great Job or I agree will not earn credit. I need to see that you are engaging in meaningful "conversation" in your posts. Responses to students are not meant to be a critique! Please make your response a conversation not a critique or you will earn a 0.

### **Emailing your Professor**

When submitting messages, please do the following:

- Put a subject in the subject box that describes the email content with your name, course number, week and message subject. For example: YOUR NAME/ MGMT4306 / WK.2. ASSIGNMENT.
- Send emails to the email address listed on the first page of this syllabus.
- Please give details about your questions or concerns so I have all the information I need to best answer your question.

### **The University has a standard grade scale:**

A = 90-100, B = 80-89, C = 70-79, D = 60-69, F= below 60, W = Withdrawal, WP = withdrew passing, WF = withdrew failing, I = incomplete. An incomplete may be given within the last two weeks of a long term, within the last week of an 8-week session, or within the last two days of a microterm to a student who is passing, but has not completed a term paper, examination, or other required work for reasons beyond the student's control. A grade of "incomplete" is changed if the work required is completed prior to the last day of the next long 16-week term or 8-week session, unless the instructor designates an earlier date for completion. If the work is not completed by the appropriate date, the I is converted to an F.

## **Tentative Schedule**

<b>Week</b>	<b>Topic</b>	<b>Assignments</b>
<p>Week 1 Tuesday 1/17- Sunday 1/22</p> <p>*1/16 Martin Luther King Holiday</p>	<p>Understanding Entrepreneurship</p> <p>Preparing for the Entrepreneurial Journey</p>	<p>Readings: Chapter 1 &amp; 2</p> <p>Assignments: Introduction Post Discussion Board Questions 1 &amp; 2</p>
<p>Week 2 Monday 1/23-Sunday 1/29</p>	<p>Creating Opportunity</p> <p>Analyzing the Industry and Market</p>	<p>Readings: Chapters 3 &amp; 4</p> <p>Assignments: Discussion Board Questions 3 &amp; 4</p>
<p>Week 3 Monday 1/30-Sunday 2/5</p>	<p>Developing and Testing a Business Model</p> <p>Prototyping and Validating a Solution</p> <p>Protecting Start Up Assets</p>	<p>Readings: Chapters 5 6 &amp; 7</p> <p>Assignments: Discussion Board Questions 5 &amp; 6</p>
<p>Week 4 Monday 2/6 – Sunday 2/12</p>	<p>Building the Founding Team</p> <p>Calculating Startup Capital Requirements</p>	<p>Readings: Chapter 8 &amp; 9</p> <p>Assignments: Discussion Board Question 7</p> <p><b>Mid Term</b></p>
<p>Week 5 Monday 2/13 – Sunday 2/19</p>	<p>Preparing a Business Plan</p> <p>Designing an Entrepreneurial Company</p> <p>Planning Startup Operations</p>	<p>Readings: Chapters 10 11 &amp; 12</p> <p>Assignments: Discussion Board Questions 8 &amp; 9 Case Study</p>
<p>Week 6 Monday 2/20 – Sunday 2/26</p>	<p>Choosing the Legal Form of Organization</p> <p>Developing a Startup Marketing Plan</p>	<p>Readings: Chapter 13 &amp; 14</p> <p>Assignments: Discussion Board Questions 10</p>
<p>Week 7 Monday 2/27 – Sunday 3/5</p>	<p>Incorporating Ethics and Social Responsibility</p> <p>Funding Startup and Growth</p>	<p>Readings: Chapters 15 &amp; 16</p> <p>Assignments: Discussion Board Questions 11 Business Plan</p>
<p>Week 5 Monday 3/6 – Saturday 3/11</p>	<p>Planning for Growth and Change</p> <p>Final Exam</p>	<p>Readings: Chapters 17</p> <p>Assignments: Discussion Board Questions 12 Final Exam</p>

\*Assignments will not be accepted after the last day of class!

## Additional Information

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### Distribution of Points

Online Discussion	250 points = 25% of the overall course grade
Case Study	150 points = 20% of the overall course grade
Mid-Term Exam	200 points = 15% of the overall course grade
Business Plan	150 points = 25% of the overall course grade
Final Exam	250 points = 15% of the overall course grade
<b>TOTAL</b>	<b>1000 points</b>

### TIPS FOR SUCCESS

The following tips will help you succeed in the course:

**Blackboard Login:** Our class weeks always start on Monday (unless a Holiday is noted). Students should plan to log in to class every Monday to view announcements, assignments, etc. You should also plan to log in several times each week to participate in discussions and to generally be a part of class. It is strongly recommended to set aside specific time each week to "attend" class by logging in just as you would to attend a lecture-style class. Make sure that you are checking the announcements throughout the week as important information regarding assignments will be posted there.

**Manage your Time:** Online learning requires good planning. Good planning allows you to plan for the unexpected sickness, travel requirements, Internet outages etc. Students should plan to spend 8-10 hours per week on this course, which would mean about 2 hours per day for 4 to 5 days of the week.

This time is spent reading and reviewing course materials, composing discussion board responses, responding to classmates, and working on large assignments. Waiting until the last minute to submit assignments will appear to be rushed and will affect the quality of the work submitted.

**Syllabus:** The Syllabus contains important class policies, assignment information and due dates. Please review it carefully and note all important due dates and refer back to it often during the semester.