University of North Carolina at Greensboro

Bryan School of Business and Economics

Department of Business Administration

Fall 2019

ENT/BUS 206-01 - Start Something! (Online)

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**Office Hours**: 7:00-8:00 pm Tuesday (in Canvas WebEX) or by appointment

**CREDITS: 3**

**FOR WHO SHOULD TAKE THIS COURSE:** This is an introductory Entrepreneurship course for those contemplating an Entrepreneurship major and minor with an opportunity to vie for a business loan to start a business on campus. It is open to all students across campus. The course is helpful for anyone looking to start a business.

*Also, exam dates are fixed (not subject to change for individuals) and you need to be sure that you are available during exam dates which are; Sep. 29, 12:00pm-6:00pm and Nov 3, 12:00pm-6:00pm. If you are not available during these dates, please drop the class*. *The exam will only take approximately 1 hour during these time periods.*

**COURSE DESCRIPTION:** Students learn the basics of establishing a new business from idea to inception through the finalized business model, including direct selling. Students may have the opportunity to establish a viable business on campus.

**REQUIRED TEXT**:

Lee A. Swanson (2017). Entrepreneurship and Innovation Toolkit.

Can be downloaded for **FREE**:

<http://openpress.usask.ca/entrepreneurshipandinnovationtoolkit/>

**REQUIRED SOFTWARE:** See the canvas site for the template for the business model.

**REQUIRED ENTREPRENEURIAL PROPENSITY SCALE AND PSYCAP and ASSESSMENT SURVEY:**

TO GET CREDIT, BE SURE TO POST A SCREENSHOT OF EACH SURVEY AND INCLUDE YOUR NAME ON THE SURVEY (**DUE AUG 25**) AND THE END OF THE CLASS (**DUE DEC 1**). THIS IS A GRADED ASSIGNMENT. IF YOU TAKE THE SURVEY—YOU GET THE CREDIT.

Here's the links:

<https://uncg.qualtrics.com/SE/?SID=SV_cO3o3IOra7jvBNX>(Beginning & end of class) <https://uncg.qualtrics.com/jfe/form/SV_8wb5BNRkGeWeAct>(Beginning & end of class) <https://www.surveymonkey.com/r/H3QGVQG>(Only at the end of class)

Please take the survey (10-15 min.) at the start of the semester before the class starts preferably but no later than the first week of class, and then by the last week of class. If requested, I can give you your individual scores to see if your propensity to be an entrepreneur has gone up. If you are taking this for more than one class, be sure to check **ALL** the classes you are in so you don’t have to take it more than once at the beginning and end of the semester.

**COURSE OBJECTIVES**:

* ***Recognize*** student’s personal interests and applicability to the areas of entrepreneurship (business, social and corporate).
* ***Develop*** skill sets in the areas of opportunity recognition, research, and team dynamics.
* ***Comprehend*** the steps in and processes of planning, decision- making and strategy development.
* ***Illustrate*** student’s understanding of market analysis, operational and financial management.
* ***Construct*** a full business model.
* ***Demonstrate*** student’s presentation and sales skills.
* ***Defend*** student’s business model.
* ***Understand*** the key and critical elements of starting a business enterprise.
* ***Evaluate*** direct selling opportunities and materials for the current generation of university students.

**EXPECTATIONS:**

My goal is that you become a successful, educated entrepreneur who can seize an opportunity, deal with ambiguity, run with the ball when it makes sense, and grow your venture to success by the time you finish your Entrepreneurship courses.

**Welcome to my class and I look forward to teaching you this semester.**

For a full description of the Bryan School expectation and guidelines, see <http://bae.uncg.edu/assets/faculty_student_guidelines.pdf>

As **teacher** I PROMISE to:

1. Come prepared to every class with well thought-out presentation
2. Design my class so you can accomplish my objectives listed in the syllabus 3. Consider that it is not always your fault if you don’t understand the material.
3. Create a mutually respectful classroom environment.
4. Revisit an exam question if you have a concern.
5. Be available for office hours (WebEX), as discussed above, or at home up until 9 pm. for calls.
6. Respond to email within 48 hours except holidays and weekends unless there is a problem with internet connections. I check my email daily.

As **students** you PROMISE to:

1. Be prepared to each week by reviewing previous notes and having completed assignments. Complete all work on time with proper thought. **Unless otherwise indicated on the syllabus, all assignments are due Sunday 11:59 pm.**
2. Consider it is not always my fault if you don’t understand the material.
3. Treat others and me with respect.

**Evaluation and Grading Policy:**

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| --- | --- | --- | --- |
| A | 450 – 418.5 | C | 346.4 – 328.5 |
| A- | 418.39 - 405 | C- | 328.4 - 315 |
| B+ | 404.89 – 391.5 | D+ | 314.89 – 301.5 |
| *B* | 391.40 – 373.5 | D | 301.4 – 283.5 |
| B- | 373.40 - 360 | D- | 283.4 - 270 |
| C+ | 359.89 – 346.5 | *F* | <270 |

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| **Assignments** | **Coverage** | **Possible Points** | **Details** | **Percentage of Total Points** | ***Track***  ***Your***  ***Points*** |
| New Business Model Report | This is your business model | 80 | Individual | 17.78% |  |
| New Business  Model  Presentation | Prepare and record a 3-5 minute video presentation with Power Point slides discussing your business & business model. | 60 | Individual | 13.33% |  |
| Canvas Logon and Introduce Yourself | Tell me about yourself, where are you from, your major, your business idea & where you have worked. | 5 | Individual | 1.11% |  |
| Entrepreneurial Propensity Scale and Psycap and Assessment Survey | Entrepreneurial Propensity Survey must be taken at the beginning and end of class. Post a screenshot to get credit. | 5 | Individual | 1.11% |  |
| Exam #1 | Ch. 1,2,3,4, and 5 | 100 | Individual | 22.22% |  |
| Exam #2 | Ch. 6,7,8,9, and 10 | 100 | Individual | 22.22% |  |
| Chapter  Discussions | 5 points per Chapter  Discussion | 60 |  | 13.33% |  |
| Shaklee  Recruitment  Assignment | Gain knowledge & understanding of  Direct Selling as an  Entrepreneur | 40 | Individual | 8.89% |  |
| ***TOTAL*** |  | ***450*** |  | ***100%*** |  |

**Academic Integrity Policy:**

Students are expected to know and abide by the Honor Code in all matters pertaining to this course. Violations of this code will be pursued in accordance with the code. The link to UNCG’s academic integrity policy is: <http://academicintegrity.uncg.edu/>

**Faculty and Student Guidelines:**

Please familiarize yourself with the Bryan School’s *Faculty and Student Guidelines*. These guidelines establish principles and expectations for the administration, faculty, staff, and students of the Bryan School of Business and Economics. The link for this document is: <https://bryan.uncg.edu/wp-content/uploads/2017/08/faculty_student_guidelines.pdf>

**Late Work Penalty:**

Assignments may not be submitted late. Exceptions will be granted only in rare circumstances and be evaluated on a case-by-case basis. If an exception is granted, there will be a 25%-point subtraction for each day the assignment is handed in late.

**Accessibility Policy (**[**Distance Learning)**](http://ods.uncg.edu/policies-procedures/distance-learning/)**:** <http://ods.uncg.edu/policies-procedures/distance-learning/>

**Technical Support**

If you have a different system than UNCG computer system, we suggest changing with a system which is compatible with UNCG’s system. Also, when you have technical difficulties you should report to 6-TECH for assignments and test taking. <https://its.uncg.edu/services>

# Calendar

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| --- | --- | --- | --- | --- |
| **DATE** | **TOPIC** | **TEXT** |  | **HOMEWORK DUE** |
| Week 1    Aug 20-Aug 25 | **START SOMETHING**  **Entrepreneurs and Ideas**: The Basis of Small Business Review of Syllabus – view video, read & understand syllabus    **Chapter 1 Introduction to Entrepreneurship** | Ch.1 | •  • | Download Syllabus on Canvas.  Login to Canvas & enter into the Discussion board on your major, work experience  ➢ Respond to 3 posts and short summary of your business idea **due** **August 25** **by 5 pm** |

|  |  |  |  |
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|  | **(NOTE: The business idea that you discuss is the basis for your business model that you will continue to use throughout the course.)** |  | Complete the ENT Propensity and  PsyCap Surveys **due Aug 25 11:59 pm** (must take both at beginning and end of class to earn points)   * View Ch 1 video, read Ch 1 * Complete Chapter discussion + 3 detailed posts |
| Week 2 Aug 26-Sep 1 | **Small Business Ideas**: **Chapter 2 Opportunity Recognition** | Ch.2 | * View Ch 2 video, read Ch 2 * Complete Chapter discussion + 3 detailed posts |
| Week 3 Sep 2-Sep 8 | **Evaluating Entrepreneurial Opportunities – Chapter 3** is the idea a real business? | Ch.3 | * View Ch 3 video, read Ch 3 * Complete Chapter discussion + 3 detailed posts |
| Week 4 Sep 9-Sep 15 | **Business Model –** What is it & how is it prepared? **Chapter 4** | Ch.4 | * View Ch 4 video, read Ch 4 * Complete Chapter discussion + 3 detailed posts |
| Week 5 Sep 16-Sep 22 | **Business Planning - Chapter 5 –** What is a Business Plan – Who is the audience? | Ch.5 | * View Ch 5 video, read Ch 5 * Complete Chapter discussion + 3 detailed posts * Review exam study guide |
| Week 6 Sep 23-Sep 29 | **Exam 1 (Ch. 1, 2, 3, 4 and 5) on Sep. 29 12pm-6pm Must enter the exam no later than 4:30 pm!**    **Chapter 6 Financing Entrepreneurship –** Where & How do you obtain the capital to get started? | Ch.6 | * Complete exam in required time frame * View Ch 6 video, read Ch 6 * Complete Chapter discussion + 3 detailed posts |
| Week 7 Sep 30-Oct 6 | **Venture Set -UP – Ch 7 –** This is the beginning of the execution phase of your business idea | Ch.7 | * View Ch 7 video, read Ch 7 * Complete Chapter discussion + 3 detailed posts |
| Week 8 Oct 7-Oct 13 | Now that you are successful in the Business, how do you get out? **Ch 8 Exit Strategies & CH 9** Innovation  & Entrepreneurship | Ch.8 &  Ch.9 | * View Ch 8 video, read Ch 8 * Complete Chapter discussion + 3 detailed posts * View Ch 9 videos, read Ch 9 * Complete Chapter discussion + 3 detailed posts |
| Oct 11-16 | **FALL BREAK**  **Oct. 11 Final drop date for the course without WF** |  | **Have Fun!** |
| Week 9 Oct 14-Oct 20 | **Direct Selling Presentation & Videos** |  | * Direct Selling discussion questions * View video: Workshop on Library   Resources for Your Business with  Steve Cramer, Business Librarian  – this will help you prepare your Business Model with very helpful research tools  -Make an appointment with the  Media Center at the library for the Business Model presentation or make long-distance recording arrangements   * Shaklee Recruitment Assignment due **Oct 20 11:59 pm** |
| Week 10 Oct 21-Oct 27 | **CH 10** Types of Entrepreneurship | Ch.10 | * View Ch 10 videos, read Ch 10 * Complete Chapter discussion + 3 detailed posts * Review Exam Study Guide |
| Week 11 Oct 28-Nov 3 | **Exam 2 (Ch. 6, 7, 8, 9 and 10) on Nov 3 12pm-6pm Must enter the exam no later than 4:30 pm!** |  | • Complete Exam in required time frame |
| Week 12 Nov 4-Nov 10 | **WORK on your Business Model and PowerPoint Slides** |  | * Review the template and requirements for the Business Model * Complete your written Business   Model **due Nov 10 11:59 pm** |
| Week 13 Nov 11- Nov 17 | **WORK on your Business Model PowerPoint Slides** |  | • Review the requirements for the  Business Model PowerPoint Slides |
| Week 14 Nov 18-Nov 24 | **Business Model Presentations** |  | • PowerPoint slides to Business Model **due Nov 24 11:59 pm** |
| Nov 25-Dec 1 | **THANKSGIVING BREAK** |  | **Have Fun!** |
| Week 15 Dec 1 | **Video Business Model Presentations and Surveys** |  | * Complete your 3-minute video (5 min max) Business Model Presentation Video **due by Dec 1 11:59 pm** * Complete the ENT Propensity and   PsyCap Surveys **due Dec 1 11:59 pm**  (must take both at beginning and end of class to earn points) |

Chapter Discussions: All answers to questions must include a sentence or two with the page number of the textbook in references (example: p. 81). This includes videos of guest speakers. All assignment answers must include the information from the textbook for complete answers to earn full points and the three posts must be detailed.

## Health and Wellness

Your health impacts your learning. Throughout your time in college, you may experience a range of health issues that can cause barriers to your learning. These might include physical ailments, illnesses, strained relationships, anxiety, high levels of stress, alcohol/drug problems, feeling down, or loss of motivation. Student Health Services and The Counseling Center can help with these or other issues you may be experiencing. You can learn about the free, confidential mental health services available on campus by calling 336-334-5874, visiting the website at<https://shs.uncg.edu/>or visiting the Anna M. Gove Student Health Center at 107 Gray Drive. Help is always available.

### Academic Accommodations

The University of North Carolina at Greensboro respects and welcomes students of all backgrounds and abilities. If you feel you will encounter any barriers to full participation in this course due to the impact of a disability, please contact the Office of Accessibility Resources and Services (OARS). The OARS staff can meet with you to discuss the barriers you are experiencing and explain the eligibility process for establishing academic accommodations. You can learn more about OARS by visiting their website at<https://ods.uncg.edu/>or by calling 336-334-544 or visiting them in Suite 215, EUC.

As always, please contact us if there is anything we can do in Student Affairs to help you support our students. We share the goal of student success.