MGMT 2820-001 – Intro to Entrepreneurship
Spring 2019
MW 5:30 pm – 6:55pm - 3 Credit Hours

Last updated: 1/10/2019

Instructor: Ela Emami, Instructor
E-mail: elaemami@memphis.edu
Phone (Call or Text): 901.240.4762
Office: N/A
Office Hours: by appointment

Course Overview
This course is designed to empower students to think differently. We want our students to be able to identify all of the opportunities that surround them in Memphis, and to develop a personal strategy for taking action in order to fully realize their dreams of pursuing entrepreneurship. You will be introduced to early-stage concepts and the different types of entrepreneurship. While you learn about the legal, financial and organizational structures built into owning a business, you will be developing your own skills through problem solving and customer discovery. This class will give you the ability to learn how to pitch an idea or business, test market validation and network within the community to seek mentorship and partnerships. While you may not have an idea today, you will be able to learn and practice the steps needed to not only build a scalable business model but to also translate those skills into the workforce if desired.

Our idealistic VISION is that the course will serve as catalyst for changing your point of view about your personal responsibility to yourself, your community, and your ability to evoke social change and to initiate action through innovative ideas and solid business training.

Required Texts:

Recommended Reading:
Location of Course Materials:
eCourseware: All course content files and tests can be found in eCourseware by logging into this course at https://elearn.memphis.edu

Course Goals & Learning Objectives
Develop your own entrepreneurial venture or socially entrepreneurial initiative from concept to launch – if applicable during the semester.
Identify the distinct competencies that our local region has to offer you in context to our geography, natural resources, political structure, culture, infrastructure, economy, mentorship and human capital
Explain the individual pathways created by some of the leading entrepreneurs of modern times both in the Mid-South and nationally/internationally.
Utilize the resources available both within the university and in Memphis to help build and sustain your ventures.
Recognize how to eliminate roadblocks to creativity and effectively challenge and transform the status quo both personally and in organizational structures

Fogelman College: Learning Outcomes for Your Degree
The Fogelman College of Business and Economics has established the following learning goals for all students successfully completing the BBA degree:
• Graduates will be effective communicators;
• Graduates will demonstrate critical thinking skills;
• Graduates will be knowledgeable about ethical factors in the business environment;
• Graduates will be knowledgeable about the global business environment;
• Graduates will be proficient users of business presentation and analysis technology.

BBA Program Outcomes (opens in new window) BBA Program Outcomes

Course Methodology
In this course, students are expected to attend class for possible in-class team activities related to concepts covered in weekly sections. Instructor lectures, guest lecturers, student-lead instruction, and multi-media clips may also be a part of course methodology.

Class participation and discussion is strongly encouraged and adds to everyone’s learning experience. For this reason, students are expected to participate actively and add to the discussion and growth of the class.

Professor’s Expectations
In general, students should assist the instructor in creating a positive, supportive environment for learning by staying engaged in the course and actively participating in all online or face-to-face discussions. Student responsibilities include regular attendance, keeping up with deadlines through the course schedule in syllabus, carefully reading syllabus, assignment and course content, and promptly communicating with instructor for clarification on any course or personal matter. All student assignments should be carefully proofread by student for ensuring proper grammar, sentence structure, and accurate punctuation. If necessary, students should utilize free tutoring and writing help available through the University and completed well in advance of assignment due dates. Students are expected to adhere to the University’s Code of Student Rights and Responsibilities found in U of M Student Conduct Handbook and the
Fogelman College of Business & Economics Standards for Academic Integrity U of M FCBE Academic Integrity Statement. Cheating/Unethical acts/plagiarism/dishonest behavior of any form will NOT be tolerated by the Instructor.

Student’s Expectations
In my role as your instructor, there are certain things you can expect from me including: well-organized and engaging learning experience, response to emails within two (2) business days, and feedback on all work submitted within two weeks.

Guidelines For Communication
Instructor Contact: Please use elaemami@memphis.edu email as the primary means for contacting the Instructor. If you wish to speak to the Instructor, please first email to set up a meeting either by phone or face-to-face. The Instructor will make every attempt to respond to email inquiries within 24 hours during the work week. Students will be notified when the Instructor is not available to meet the stated response time through class meeting, email, and in eCourseware news postings.

Email Guidelines
• Always include a subject line with specific concise topic and “2820—& section number”
• Remember without facial expressions some comments may be taken the wrong way thus, be careful of your words and tone
• Use standard fonts
• Special formatting such as centering, audio messages, tables, html, etc. should be avoided
• Use proper and correct grammar, spelling, and sentence format
• Provide your full name in the close of the message
• Students must use their UM email account

Technical Support
For technical difficulties with eCourseware, first use the UMhelpdesk by filling out a form at: U of M Helpdesk or calling 901.678.8888.

Grading and Evaluation Criteria

<table>
<thead>
<tr>
<th>Group Startup Project</th>
<th>30%</th>
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<tbody>
<tr>
<td>GP: BRAIN STORM - IDEA DRAFT</td>
<td>2/06/19 DROPBOX 20</td>
</tr>
<tr>
<td>GP: RESEARCH</td>
<td>2/13/19 DROPBOX 20</td>
</tr>
<tr>
<td>GP: REFINED RESEARCH &amp; SOLUTION</td>
<td>2/20/19 DROPBOX 20</td>
</tr>
<tr>
<td>GP: BMC I</td>
<td>2/27/19 DROPBOX 50</td>
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<tr>
<td>GP: RISK ASSMT/EXTERNAL ASSESSMENT</td>
<td>3/13/19 DROPBOX 20</td>
</tr>
<tr>
<td>GP: CUSTOMER DISCOVERY LEARNINGS</td>
<td>3/27/19 DROPBOX 50</td>
</tr>
<tr>
<td>GP: BMC II</td>
<td>4/03/19 DROPBOX 50</td>
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<th>Individual Startup Business</th>
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<tbody>
<tr>
<td>CUSTOMER DISCOVERY MATERIALS (INDV)</td>
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</tr>
<tr>
<td>PITCH I</td>
<td>4/10/19 DROPBOX 50</td>
</tr>
<tr>
<td>PITCH II</td>
<td>4/17/19 DROPBOX 100</td>
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<th>Written Assignments</th>
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<tr>
<td>2 ENTREPRENEUR INTERVIEWS</td>
<td>4/21/19 DROPBOX 100</td>
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<tr>
<td>2 EVENT WRITE-UPS</td>
<td>4/21/19 DROPBOX 100</td>
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<tr>
<td>PERSONAL INTRO 1 MINUTE pitch</td>
<td>1/30/19 DROPBOX 30</td>
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<tr>
<td>$5 STARTUP</td>
<td>1/23/19 DISCUSSION 20</td>
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<tr>
<td>PEER REVIEW</td>
<td>4/21/19 DROPBOX 30</td>
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Participation Demo Day 4/24/19 100

Participation 15%

Overall Participation & Engagement 30

Students will be evaluated on the following:

<table>
<thead>
<tr>
<th>Letter Grade</th>
<th>Percent Grade</th>
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<tbody>
<tr>
<td>A+</td>
<td>97-100</td>
</tr>
<tr>
<td>A</td>
<td>93-96</td>
</tr>
<tr>
<td>A-</td>
<td>90-92</td>
</tr>
<tr>
<td>B+</td>
<td>87-89</td>
</tr>
<tr>
<td>B</td>
<td>83-86</td>
</tr>
<tr>
<td>B-</td>
<td>80-82</td>
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<table>
<thead>
<tr>
<th>Letter Grade</th>
<th>Percent Grade</th>
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<tbody>
<tr>
<td>C+</td>
<td>77-79</td>
</tr>
<tr>
<td>C</td>
<td>73-76</td>
</tr>
<tr>
<td>C-</td>
<td>70-72</td>
</tr>
<tr>
<td>D+</td>
<td>67-69</td>
</tr>
<tr>
<td>D</td>
<td>63-66</td>
</tr>
<tr>
<td>D-</td>
<td>60-62</td>
</tr>
<tr>
<td>F</td>
<td>60 Below</td>
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Schedule of Activities

Most classes will have four components and some days designated for speakers or group/individual work:

1) A mini-lecture/speaker – This class has regular group discussions, where we look in-depth at each stage of owning a business. You need to read the materials to actively participate.

2) A group activity - Students will participate in an activity that demonstrates the readings and lesson for the day. The goal of these activities is to put lessons into practice.

3) Business Review – As the semester advances, you will be working on your own entrepreneurial endeavors or assisting with other local businesses. We will review where you are and what you need to advance to the next stage of your business model as the class progresses.

4) Challenge - Some classes may include a challenge meant to test your willingness to use lessons learned in real life scenarios.

Attendance

Campus classes:

attendance is expected and will be recorded. Respect for the Instructor and class members is required thus, class disruption either by arriving late or leaving early will NOT be tolerated. Excessively disruptive students will be expelled from the class. See UM Code of Student Rights and Responsibilities U of M Judicial Affairs

Course Absence
Because there is a lot of group work there is NO PROVISION FOR MAKING UP ASSIGNMENTS OR QUIZZES except for University-approved reasons (University-sponsored trips, athletic events, or conferences) or for exceptional reasons approved by the Instructor. Those students who have extracurricular arrangements that will conflict with the course MUST make arrangements with the Instructor in advance before due dates of assignments and quizzes. Additionally, personal or work commitment conflicts are not excused absences. Please contact your Instructor immediately should you have unexpected situations arise. Attendance reporting will be submitted to the University after the first two weeks of class.

Class attendance policy:

15% of your grade goes to participation and engagement. Participation is essentially you being present in class. This includes paying attention and not being on other devices or asleep. Engagement is engaging in conversation in class, engaging in group discussions and generally being aware and involved in the class topic.

- Up to two absences are allowed without penalty.
- At three absences, your final grade will be reduced by one letter grade.
- At four absences, you will be withdrawn from the class and you will receive a final grade of F.
- Arriving more than 10 minutes late is considered an absence.

Please inform the instructor before absence if possible. Instructor will review documentation (if available) and count the number of excused vs. unexcused absences for final grade determination.

Adding/Dropping

Please see the registrar’s website for policies and dates for adding or dropping a class U of M Registrar Calendars

Academic Integrity

Students are expected to recognize and uphold standards of intellectual and academic integrity as set forth in the University of Memphis Code of Student Rights and Responsibilities. See: U of M Judicial Affairs Academic dishonesty of any sort will not be tolerated. Your Instructor will adhere to the University policies related to academic dishonesty. Dishonest acts related to academic work, include but are not limited to; using another student’s work as your own, plagiarizing, obtaining aid on quizzes, taking quizzes for others, having another person take your quizzes, having unauthorized knowledge of quiz content, doing work for another student, falsification, and multiple submissions. If plagiarism occurs, the student, at minimum, may be subject to failure of the assignment and/or course. Further action could be taken, up to and including expulsion from the University. Plagiarism is the “intentional use of someone else’s exact words without quotation marks and appropriate credit or the use of someone else’s unique ideas without acknowledgment,” (Alred, G. et al. (2011). Handbook of Technical Writing. New York, NY: St. Martin’s Press.) See How to avoid plagiarism: Handbook of Technical Writing

Turnitin Statement:

“Your written work may be submitted to http://www.Turnitin.com, or a similar electronic detection method, for an evaluation of the originality of your ideas and proper use and attribution of sources. As part of this process, you WILL be required to submit your research work electronically and be given other instructions to follow. By taking this course, you agree that all assignments may undergo this review process and that the assignment may be included as a source document in Turnitin.com's restricted access database solely for the purpose of detecting plagiarism in such documents. Any assignment not submitted
according to the procedures given by the Instructor may be penalized or may not be accepted at all.”
(University of Memphis, Office of Legal Counsel, October 17, 2005)

Electronic Devices
Laptops, electronic tablets, smartphones, and other Internet-ready electronic devices:
The class will regularly participate in team activities and thus, students will benefit from the use of Internet-ready, electronic devices and are encouraged to utilize the devices in the course.

Respectful Class Conduct for Campus Classes:
When in-class research activities are not being conducted, students are to maintain proper respect for the Instructor and class members by refraining from surfing the Web, texting, listening to video or music, or participating in other disruptive and non-related class activities on the Internet. Additionally, electronic phone devices should be put in the “silent” mode during class time. Leaving the classroom to accept phone calls is also unacceptable. Moreover, any student found playing games, listening to music, or surfing the Web on the electronic devices will be asked to stop and will be asked to leave the classroom, if the conduct continues. See UM policy: U of M Judicial Affairs

Late Assignments
Late written assignments and incomplete projects are not accepted unless I am informed of a valid medical or family emergency prior to the due date. Make every effort to turn in assignments on time. If work will be late, inform your instructor. There is no guarantee that late work will be accepted.

Extra Credit
Extra credit may be available for this course depending on how the semester goes. Please take advantage of extra credit if given.

Reporting Illness or Absence
Students must immediately notify the instructor by email when reporting an absence due to illness or in the case of another unexpected absence. Proper medical documentation will be expected in cases of illness-related absences. Other documentation will be expected in other non-medical related absences.

Inclement Weather
Due dates for assignment and test may be adjusted when inclement weather persists. An announcement will be made by email and posted within eCourseware news area.

Syllabus Changes
The Instructor reserves the right to adjust the course schedule and due dates when necessary and will announce any changes ahead of time through eCourseware News section, by email, and/or announced in class.

Minor Children
In order to protect minor children (under the age of 18), The University of Memphis has a policy (see U of M Policies) that states that no minor child will be allowed on campus in the workplace, in the classroom, or on campus in unsupervised circumstances.

Student Services
Please access the FCBE Student Services page for information about:
• Students with Disabilities
• Tutoring and other Academic Assistance
• Advising Services for Fogelman Students
• Technical Assistance