MGMT 2820
Intro to Entrepreneurship
Online Course

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OFFICE HOURS: By appointment via Zoom

REQUIRED TEXT:


RECOMMENDED TEXT:


COURSE OVERVIEW:

The purpose of this course is to gain understanding for some of the common processes involved in creating new ventures. This course is designed to empower students to think like an entrepreneur; identify distinct competencies necessary for navigating the entrepreneurial process; develop a personal mission statement; identify opportunities for entrepreneurship; create a framework for launching a new venture. Students will be exposed to the challenges of identifying, evaluating, and exploiting opportunities. Learning exercises are geared toward methods of effectuation, industry analysis, marketing strategy, and resource management.

In business, in academics, and in life there exists a constant tension between choices and consequences. As your instructor, I will provide guidance and material from which to learn – what you gain from this course is directly related to what you give to the process. That is, your choices dictate your consequences. I am here to help you to succeed. Please perceive me as a resource in your quest for knowledge, prosperity, and happiness. To succeed in this course, as an entrepreneur, and in life, you must work together with the people around you. Be prepared to interact!
SYLLABUS

COURSE OBJECTIVES:

This course is focused on four specific areas of concern for entrepreneurs creating new ventures: effectuation, industry analysis, marketing strategy, and resource management. This course is designed to help students realize the following goals:

- Develop written and oral communication skills, including vocabulary conducive to expressing their potential contributions to the world.
- Develop a basic understanding of the impacts of introducing new ideas, processes, services, and technology into society.
- Develop a basic understanding of the behaviors of entrepreneurs, and the political, economic, and social systems they must navigate.
- Cooperate in heterogeneous groups to solve new venture problems and develop a basic understanding of benefits and challenges of diverse human, financial, and social resources.
- Experience some of the common processes involved in creating new ventures, including: identifying, evaluating, and exploring opportunities.
- Understand and develop an entrepreneurial mindset.

EVALUATION:

Your grade in this course will be evaluated based on scores from four presentations, three exams, two individual assignments, and one essay. Each exercise score is representative of its importance to student development in this course. Exercise scores are as follows:

- Presentations = 100 each (400 total)
- Exams = 100 each (300 total)
- Assignments = 100 each (200 total)
- Essay = 100 (100 total)

A maximum score of 1000 is attainable.

There is NO opportunity for extra credit! Make-up work is NOT accepted! Your grade is dependent on your choices to do the coursework as it is assigned. Exceptions will only be made if the following conditions are met: (1) An extreme emergency occurs and can be verified, and (2) the Professor is contacted via email regarding the emergency PRIOR to the due date.

Letter grades will be determined according to the following grading scale:

- Score: 1000 – 900 = A
- Score: 899 – 800 = B
- Score: 799 – 700 = C
- Score: 699 – 600 = D
- Score: 599 – 0 = F
COURSE OUTLINE:

WEEK 1  SYLLABUS
DISCUSS EFFECTUATION EXERCISE ASSIGNMENT
READ CHAPTERS 1 & 2

WEEK 2  DISCUSS VENTURE DESCRIPTION PRESENTATION
REVIEW CHAPTERS 1 & 2
READ CHAPTERS 3 & 4

WEEK 3  REVIEW CHAPTERS 3 & 4
EFFECTUATION EXERCISE ASSIGNMENT DUE FRIDAY BEFORE MIDNIGHT

WEEK 4  EXAM 1
DISCUSS ENTREPRENEUR INTERVIEW ESSAY
PRESENTATION OF VENTURE DESCRIPTION DUE FRIDAY BEFORE MIDNIGHT

WEEK 5  DISCUSS INDUSTRY ANALYSIS PRESENTATION
READ CHAPTERS 5 & 7

WEEK 6  REVIEW CHAPTERS 5 & 7
READ CHAPTERS 6 & 8

WEEK 7  PRESENTATION OF INDUSTRY ANALYSIS DUE FRIDAY BEFORE MIDNIGHT

WEEK 8  DISCUSS MARKETING ANALYSIS PRESENTATION
REVIEW CHAPTERS 6 & 8

WEEK 9  EXAM 2
READ CHAPTERS 9 & 10

WEEK 10  PRESENTATION OF MARKETING ANALYSIS DUE FRIDAY BEFORE MIDNIGHT
REVIEW CHAPTERS 9 & 10

WEEK 11  DISCUSS FINANCIAL PLAN PRESENTATION
READ CHAPTERS 11 – 13

WEEK 12  DISCUSS RETIREMENT SPEECH ASSIGNMENT
REVIEW CHAPTERS 11 – 13

WEEK 13  PRESENTATION OF FINANCIAL PLAN DUE FRIDAY BEFORE MIDNIGHT
RETIREMENT SPEECH ASSIGNMENT DUE FRIDAY BEFORE MIDNIGHT

WEEK 14  EXAM 3
ENTREPRENEUR INTERVIEW ESSAYS DUE FRIDAY BEFORE MIDNIGHT
COURSE POLICIES:

**eCourseware:**
You are responsible for learning how to use eCourseware, for ensuring that you have access to a reliable computer and an adequate Internet connection, and for addressing technical problems immediately.

**Academic Integrity:**
Plagiarism, cheating and other forms of academic dishonesty are prohibited. Students guilty of academic misconduct, either directly or indirectly, through participation or assistance, are immediately responsible to the instructor of the class in addition to other possible disciplinary sanctions which may be imposed through the regular institutional disciplinary procedures. [https://www.memphis.edu/osa/students/academic-misconduct.php](https://www.memphis.edu/osa/students/academic-misconduct.php)

**Adding / Dropping:**
If you have questions about adding or dropping classes, please refer to this page on the Registrar’s website. [https://www.memphis.edu/registrar/](https://www.memphis.edu/registrar/)

**Student Accommodations:**
Students with accessibility issues or learning accommodation issues due to a disability should contact Disability Resources for Students (DRS) to submit an official request for course accommodations. Contact DRS at 901.678.2880 or at drs@memphis.edu. [https://www.memphis.edu/drs/index.php](https://www.memphis.edu/drs/index.php)

Students who need additional resources can contact the Dean of Students Office website. [https://www.memphis.edu/deanofstudents/crisis/index.php](https://www.memphis.edu/deanofstudents/crisis/index.php)

**Student Health and Covid-19 Notice:**
Please be advised of the COVID-19 Resource Website which contains information about student accommodation requests, health and safety requirements on campus, classroom conduct, and reporting a suspected COVID-19 illness. [https://www.memphis.edu/fcbe/faculty/covid_19_notice.php](https://www.memphis.edu/fcbe/faculty/covid_19_notice.php)

Students who have tested positive for Covid-19 should contact the Dean of Students immediately. DeanOfStudents@Memphis.edu

**Professional Development and Internships:**
The Complete Professional Program in the Avron B. Fogelman Professional Development Center provides business majors with professional development programming, resume development, and mock interviews opportunities. To learn more, email them at professional@memphis.edu or visit the Professional Development Center website. [https://www.memphis.edu/professional/](https://www.memphis.edu/professional/)

Career Services is a campus-wide resource that offers career development support for all majors. [http://www.memphis.edu/careerservices](http://www.memphis.edu/careerservices)
Behavior and Communication:
All participants in the course must be respectful and considerate of other course participants (treat others as you would want to be treated). Insensitivity and disrespect will not be tolerated. If you have any questions about online communication, you should review the Fogelman College's Netiquette website.
http://www.memphis.edu/fcbe/students/netiquette.php

You are expected to communicate as a business professional. Emails, writing assignments, and discussions (and all other forms of communication in this course) should be professional and respectful. Poor writing will be reflected in your grade scores.

All students are required to maintain and monitor their University of Memphis (@Memphis.edu) email account. Official course correspondence will be sent to this email address. It is your responsibility to check your University of Memphis email. Failure to receive or read messages sent to the student through their University of Memphis email is the responsibility of the student.

The professor reserves the right to make changes to the syllabus and schedule as they deem necessary. Students will be notified of any changes via their University of Memphis email.

If, AFTER READING EVERYTHING THOROUGHLY, you are at any time confused or concerned about any aspect of this course (e.g., syllabus, assignments, interactions), please email the professor immediately.