



**MGMT 400: Entrepreneurship II (3 credit hours)**

**CRN 20142 Spring 2019**

**Rahall 119: 11:00am-11:50am**

**Instructor:** Angela Addair, MBA, ABD

**Email:** aaddair@concord.edu

**Office Hours:** Tuesdays 12:30pm-2:00pm, Wednesdays 12:00 pm-2:00pm, Thursdays 12:30pm – 2:00pm, Or By Appointment

Office Phone: (304) 384-5245

**Office Location:** Rahall 225

**COURSE TEXT** Petty, Palich, and Moore, (2014). Small Business Management, (17<sup>th</sup> ed.). South-Western. **(NOT REQUIRED)**

**PREREQUISITE:** Mgt 314 Entrepreneurship I

**COURSE DESCRIPTION:** This course focuses on the concepts, skills, and attitudes critical for identifying and evaluating interesting business ideas and developing these ideas in the form of a potential entrepreneurial venture. It emphasizes understanding of the processes of innovation for finding entrepreneurial opportunities and the processes of launching entrepreneurial ventures.

**COURSE OBJECTIVES:** The class continues providing a foundation course in entrepreneurship and innovation. It is designed to provide an overview of value creation by entrepreneurship, and for students to develop an entrepreneurial frame of mind while learning the rudiments of new business ventures. An overview of core business concepts faced by entrepreneurs is provided in the areas of management, marketing, accounting and finance, as well as legal and operating issues as they apply to entrepreneurial organizations.

Students are exposed to fundamental concepts and issues in business innovation and entrepreneurship and will meet entrepreneurs and business professionals during the semester. They will also learn how to make effective business presentations – both written and oral.

Learning entrepreneurship is a process of engagement and occurs as you integrate concepts and tools from readings, insights from observation of entrepreneurial businesses, and your reflection on the

readings and observations. Meeting and hearing from actual entrepreneurs and other professionals in the entrepreneurial ecosystem that are the necessary support system and provide inputs to entrepreneurship also aid the learning process. Accordingly, much of the learning in this course happens outside the reading material, but careful reading of the text is essential for you to make sense of the entrepreneurial reality and to plan ahead as a potential entrepreneur.

## **LEARNING OBJECTIVES**

A primary goal of this course is to succeed in four specific learning objectives, among other course goals. Having successfully completed this course, students will minimally be able to:

1. Describe core business concepts relevant to entrepreneurs and as applied to entrepreneurship.
2. Identify the characteristics of successful innovative entrepreneurial opportunities.
3. Apply core business concepts to evaluate innovative opportunity.
4. Explain how to navigate the entrepreneurial ecosystem and obtain the resources necessary for entrepreneurship and effective entrepreneurial networking.

## **PERFORMANCE EVALUATION**

### **GRADING SCALE**

90-100(%) A

80-89 (%) B

70-79 (%) C

60-69 (%) D

<60 F

### **PERFORMANCE CRITERIA**

Attendance & Participation 10%

Homework (primarily case studies) 25%

Final Exam 20%

Midterm 20%

Continued work towards business plans: (Pitch Competition, Feasibility Analysis, etc.) 25%

Total 100%

*Zero performance in any of the above criteria will result in a course **FAILURE**.*

**Homework and In-Class Participation:** Homework and in-class participation (including attendance, discussion, case study, etc.) will be assigned and administered at the discretion of the instructor. Assignments are designed to promote class readiness and learning reinforcement. Homework should be typed and all assignments are due at the beginning of class on the designated date. Untyped or late assignment will NOT be graded.

**Quizzes:** Quizzes will be given periodically throughout the semester as needed to ensure class participation and homework assignments are complete. These will be in class and cannot be made up without an excused absence.

**Exams:** There will be two exams, one mid-term and one final. The exams will cover all of the material from the course up until the point in time of the exam. Exams will be focused on assessing your understanding of the key concepts, tools, and theoretical materials covered in the course and your ability to apply the concepts and tools in entrepreneurial settings. More about the format of the two exams will be discussed in depth in class prior to the exams.

**Business Plan:** This is an exciting time to study entrepreneurship in West Virginia. All of you are encouraged and required to submit your business idea to the pitch competition.

**Attendance Requirement:** Attendance and class participation are important for a successful completion of this course. ***Students are required to attend class.*** Assignments or tests missed as a consequence of an unexcused and undocumented absence will not be allowed to be “made up”.

Make-up exams will be given **only** if the absence is due to: (a) medical emergency, (b) participation in college related activities (student must provide documentation). If a student misses more than **2 scheduled class periods**, his/her grade may be reduced by one letter grade. Your absenteeism does not relieve you of the assignment and due date. If you miss a class and an assignment, it is your responsibility to obtain that assignment. Late assignments will not be accepted. More than two tardies will count as an absence and you will not be allowed to join class. Students with excessive unexcused absences may be withdrawn from the class.

## **CONCORD UNIVERSITY HONOR CODE**

As a member of the Concord University Community, I will act with honesty and integrity in accordance with our fundamental principles and I will respect myself and others while challenging them to do the same.

## **REQUIREMENT FOR CLASS CONDUCT**

- Students are reminded to conduct themselves in class in a manner respectful to the instructor, guests, and other students. You are expected to behave in a manner reflective of the adults that you are and reflective of the business environment that you are studying.

- **Academic dishonesty** will not be tolerated. Any act of this nature will result in an “F” for the course. i.e. cheating, plagiarism, etc.
- **Behavior** which disrupts the teaching–learning process during class activities will not be tolerated. A student who fails to respond to reasonable faculty direction regarding classroom behavior while participating in classroom activities may be dismissed from class. A repetitive violation of this requirement may result in administrative withdrawal from class at the discretion of the instructor. \*Electronic devices should be turned off before entering class.

## **ACADEMIC RESOURCES**

Drop-In Tutoring: Free tutoring available in the Library, Student Center Study Lounge (2nd Floor), and Rahall atrium. For specific information, contact the Academic Success Center ([asc.concord.edu](http://asc.concord.edu); 304-384-6074). The schedule will be posted online at [www.concord.edu](http://www.concord.edu).

## **AMERICANS WITH DISABILITIES ACT STATEMENT**

Concord University’s protocol and procedures for serving students with disabilities covered under section 504/ADA can be found on the website:

<http://www.concord.edu/pages/resources/index.html>. Students who request academic accommodations or modifications related to a disability should first notify their instructor and then contact the Academic Dean’s office.

## **DEPARTMENT OF BUSINESS AND RTM MISSION STATEMENT**

The Mission of the Department of Business and RTM at Concord University is to transform undergraduate students into responsible, informed professionals and leaders, primarily through quality CONCORD UNIVERSITY teaching by professionally involved, intellectually engaged faculty. The Department of Business and RTM prepares students to serve locally, regionally, and globally as competent professionals and to pursue graduate education.

Please review the following websites, which may be useful to you.

The inclement weather schedule: <http://www.concord.edu/emergency-alerts>

The Beckley inclement weather schedule:

[http://www.concord.edu/userfiles/files/emergency/HEC\\_Inc\\_Weather\\_Schedule.pdf](http://www.concord.edu/userfiles/files/emergency/HEC_Inc_Weather_Schedule.pdf)

Concord University encourages everyone to register to receive instant emergency text message alerts via cell phones and/or email alerts: <http://sms.concord.edu/>

“General Expectations of Business Students” and the “If Students Miss an Exam Policy”

<http://www.concord.edu/academics/business/current-students/policies>

The Department of Business and RTM Mission statement and reference to the Department of Business and RTM homepage: <http://www.concord.edu/academics/business/>

The university Honor Code and Mission statement,  
[www.concord.edu/userfiles/files/Academics/StudentHB2010-2012.pdf](http://www.concord.edu/userfiles/files/Academics/StudentHB2010-2012.pdf) (page 4)

### **Sexual Harassment & Assault**

Federal law, Title IX, and Concord University policy prohibits discrimination, harassment, and violence based on sex and gender (Including sexual harassment, sexual assault, domestic/dating violence, stalking, sexual exploitation, and retaliation). If you or someone you know has been harassed or assaulted, you can receive confidential counseling support through the Concord University Counseling Center (304-384-5290). Alleged Violations can be reported non-confidentially to the Concord University Title IX Coordinator at 304-384-6327 or [titleix@concord.edu](mailto:titleix@concord.edu). Reports to Campus Security can be made at (304-384-5357). As an employee at Concord University, I am a mandatory reporter which means I must report any sexual misconduct I am made aware of. This includes verbal or written (such as in an assignment) disclosures of sexual harassment or sexual assault.

**As this is a hybrid course a wide variety of topics will be taught, both in lecture format, as well as materials provided online, via Blackboard.**

**These topics include, but are not limited to:**

**Supply Chain Management**

**Product Development**

**Feasibility Analysis**

**Promotional Planning**

**Global Business**

**Professional Management**

**Managing Operations**

**Managing the Firms Assets**

**Managing Risk**

**\*\*\*The instructor reserves the right to make changes to this syllabus as the course progresses\*\*\***