Cameron School of Business at University of St. Thomas

1. Course Information

Course Title: Entrepreneurship  Course number: MBA 5362  Section: N
Credit Hours: 3  Semester: Fall 2015  Prerequisites: MBA 5X07-8
Room #: Malloy Hall 022  Days & hours: Tue & Thu 5:30 – 6:45pm
Blackboard site: MBA 5362

2. Instructor Information

Name: Pooya Tabesh, Ph.D.  Office location: 116B Welder Hall
Office phone: (713)-942-5994  Office hours: Tue & Thu 2:00 – 3:30pm and by appointment
Where to leave assignments: BlackBoard Assignment Link
Emergency phone: 713-525-2100  *E-mail: tabeshp@stthom.edu
Fax number: 713-525-2110

* My preference is to communicate via email (No Blackboard message please). If you need to speak to me in person, please visit me during my office hours (and by appointment in advance). Please make sure to use your stthom email or have emails forwarded to the account you use regularly as course communication will be sent to your stthom email.

3. Course Catalog Description

This course provides the students with the tools necessary for a complete understanding of the entrepreneurial process. The course focuses on recognizing and pursuing business opportunities, evaluating the feasibility of new ventures, and learning how to manage growing businesses. Lectures, cases, presentations, and team projects reinforce the concepts. Prerequisite: MBA 5X07, MBA 5X08.

4. Program Goals and Objectives

UST’s MBA program is designed to enable students to draw on all perspectives of business to solve multifaceted business problems. While the curriculum is divided into different disciplines, the overall program stresses the integrative nature of management and the links between various courses and concepts.
5. Course Learning Objectives

The main objective of this course is introducing students to the process of entrepreneurial success and helping them develop an entrepreneurial mindset. The course is designed as a broad overview of entrepreneurship, including, understanding different definitions and conceptualizations of entrepreneurship, identifying a winning business opportunity, and analyzing the key components of successful entrepreneurial efforts. The students in this course will learn about:

- Effective communication of ideas and concepts
- Entrepreneurial thinking
- Different conceptualization of entrepreneurship
- Various forms of entrepreneurial businesses
- Developing successful business ideas
- Moving from an idea to an entrepreneurial firm
- Managing and growing an entrepreneurial firm
- Ethics and entrepreneurship

6. Texts, Readings, Materials


**Required readings and assignments:** Instructions will be posted on the Blackboard

**Supplementary readings:** Will be posted on the Blackboard

7. Instructional methods:

A combination of lecture, group discussion, student presentation, and case studies will be used in this course. It is highly interactive and participatory with its success, depth and breadth contingent upon student willingness to contribute. In each session, we will go over the concepts and/or discuss the readings/cases. The focus of this course is on conversation and discussion at a level that promotes critical thinking and ethical analysis of business management issues. In order to reach the course learning objectives, each student will perform as a discussion leader for a specific assignment in weekly sessions of the course. The primary delivery method of this course is face-to-face. A limited portion of the sessions in this course may be instructed through a web-enhanced approach. The details will be communicated on the Blackboard. You will need to have internet access to participate in web-enhanced sessions. Field visits might be required for completing the assignments of this course.
8. **Technology**

1) Use of Blackboard learning platform

2) Use of general productivity software (e.g., Microsoft Word, Excel, etc.) to complete assignments

3) Online article retrieval and research

4) Online communication or collaboration

9. **Course Tentative Schedule** *(Subject to change based on feedback)*:

**Week 1:**
Overview
Introduction to Entrepreneurship

**Week 2:**
Introduction to Entrepreneurship
Recognizing Opportunities and Generating Ideas

**Week 3:**
Recognizing Opportunities and Generating Ideas

**Week 4:**
Feasibility Analysis

**Week 5:**
Developing an Effective Business Model

**Week 6:**
Developing an Effective Business Model

**Week 7:**
Industry and Competitor Analysis

**Week 8:**
Writing a Business Plan

**Week 9:**
Writing a Business Plan

**Week 10:**
Preparing the Proper Ethical and Legal Foundation

**Week 11:**
Building a New Venture Team
Week 12:
Getting Financing or Funding

Week 13:
Firm Growth Challenges and Strategies

Week 14:
Firm Growth Challenges and Strategies

Exam 1: October 20, 2015 – Class time
Exam 2 (Final): Last Day of Class (December 03, 2015) – Class time

The instructor reserves the right to make changes in the course syllabus and schedule as necessary during the course of the semester.

10. Course Policies

General:

1. You are required to be committed to these principles:
   - Preparation
   - Presence
   - Promptness
   - Participation

2. It is assumed that you have read each of the assignments prior to class and come prepared.
3. Please make a habit of checking Blackboard Learn, as all announcements will be posted there.
4. During class, please respect the rights of your fellow classmates. Please do not carry on conversations in class, and please turn off pagers and cell phones. Also, try to avoid getting to class late and leaving early, as these are very disruptive for the nature of this course.
5. Attending the class is extremely important for learning and is an important component of the grade.
6. Students will group together and lead the discussion in two or more sessions (details will be announced later).
7. The instructor reserves the right to make changes in the syllabus and course schedule as necessary during the course of the semester.

Exams 1, 2:

Exams 1 and 2 will cover assigned readings, lecture materials and any other related material covered in the class. Come to the exams on time and prepared. The exams will consist of essays questions related to covered material. Your response to the question
should reflect accurate and comprehensive knowledge of course material. The objective of these tests will be to assess the student’s comprehensive knowledge of the topic areas covered in class and further identify particular strengths and weaknesses. The questions for the tests will be based on the lectures, textbook chapters, and assigned readings/cases discussed in class. No electronic devices, such as cell phone, computers, and pagers/beepers will be allowed during the exams. No make-up exams are allowed due to absence from class. However, in case of documented emergency, arrangements can be made prior to the exam date (48 hours prior to the exam date).

**Written Assignments**

You will be responsible for 5 written assignments in this course. Analysis of case studies and review of related academic and practitioner journal papers are among the various assignment question formats that you will be completing this semester. The specific instructions regarding each assignment will accompany the assignment on the Blackboard.

**Evaluation Criteria for Written Assignments:**

- Reflects accurate and comprehensive knowledge of course material
- Conveys personal reflection and original thought
- Meets professional writing standards

**Discussion Leadership and Participation**

You cannot expect to develop your skills by passively attending class and taking careful notes (This approach simply doesn’t work for this particular class). You should actively listen and think critically about the concepts and issues raised at the same time that you participate in the conversation. You should be willing and able to present your analysis and viewpoint to the class when the opportunity presents itself. For most of the sessions, each student will be assigned a boxed feature related to the chapter of the week for which you will serve as a discussion leader. You will be randomly assigned to one of the following boxed features (from our textbook) for each covered chapter:

- “What Went Wrong?”
- “Savvy Entrepreneurial Firm”
- “Partnering For Success”
- “You Be the VC” (x2)
- “Case 1”
- “Case 2”

As discussion leader, you are responsible for explaining a summary of the boxed feature for everyone in the classroom, preparing short ideas/responses for the assigned questions, and leading the participants in critical analysis, evaluation and integration of the covered
material. If you are not a discussion leader, it does not exempt you from reading or participating in the discussion.

Evaluation Criteria for Leading Discussions and Participation

- Clear communication of assigned material
- Effective summarization and articulation of the concepts
- Providing meaningful answers for the questions
- Constructive criticism of different viewpoints

11. Student Grading Processes:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exams</td>
<td>100 each x 2 = 200 points</td>
</tr>
<tr>
<td>Written Assignments (case analysis, summary of assigned reading, etc.)</td>
<td>20 each x 5 = 100 points</td>
</tr>
<tr>
<td>Discussion Leader Performance</td>
<td>100 points</td>
</tr>
<tr>
<td>Participation/Presentation of ideas</td>
<td>50 points</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>450</strong></td>
</tr>
</tbody>
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Course grades will be based on the distribution below:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
<th>Range</th>
</tr>
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<tbody>
<tr>
<td>A</td>
<td>(93%)</td>
<td>418-450</td>
</tr>
<tr>
<td>A-</td>
<td>(90%)</td>
<td>405-417</td>
</tr>
<tr>
<td>B+</td>
<td>(86%)</td>
<td>387-404</td>
</tr>
<tr>
<td>B</td>
<td>(83%)</td>
<td>373-386</td>
</tr>
<tr>
<td>B-</td>
<td>(80%)</td>
<td>360-372</td>
</tr>
<tr>
<td>C+</td>
<td>(77%)</td>
<td>346-359</td>
</tr>
<tr>
<td>C</td>
<td>(73%)</td>
<td>328-345</td>
</tr>
<tr>
<td>C-</td>
<td>(70%)</td>
<td>315-327</td>
</tr>
<tr>
<td>B+</td>
<td>(86%)</td>
<td>301-314</td>
</tr>
<tr>
<td>B</td>
<td>(83%)</td>
<td>283-300</td>
</tr>
<tr>
<td>B-</td>
<td>(80%)</td>
<td>270-282</td>
</tr>
<tr>
<td>D+</td>
<td>(67%)</td>
<td>254-267</td>
</tr>
<tr>
<td>D</td>
<td>(63%)</td>
<td>241-253</td>
</tr>
<tr>
<td>D-</td>
<td>(60%)</td>
<td>228-240</td>
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<tr>
<td>F</td>
<td></td>
<td>&lt; 228</td>
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12. Available Support Services:

- Doherty Library personnel will assist you in accessing online databases available to UST students.

Mission Statement

The Cameron School of Business will serve students of diverse backgrounds, providing them the necessary professional skills for a changing global economy, and instilling in them a deep appreciation for ethical behavior as the hallmark of a successful and fulfilling business career. The Cameron School will provide its students a timely and comprehensive business curriculum, with opportunities for specialized study in major business fields. The faculty will provide quality teaching, as this is the core of our mission. As an extension of our teaching mission, the faculty will engage in scholarly activity and service to the University, the profession, and the community.

Academic Honesty

Ethical conduct is essential to a community of scholars and students searching for truth. Anything less than total commitment to honesty and honorable conduct undermines the efforts of the entire community. Academic integrity lies at the very heart of any institution of higher learning. In the Cameron School of Business, students and faculty are expected to commit to a code that exemplifies each individual's honor and integrity. Any conduct that violates this standard and betrays the respect of others is a matter of grave concern and, accordingly, is deemed unacceptable.

Accommodations

The University of St. Thomas abides by the Americans with Disabilities Act and Section 504 of the Rehabilitation Act of 1973, which stipulates that no student shall be denied the benefits of an education "solely by reason of a handicap." If you have a documented disability that may impact your performance in this class and for which you may require accommodations, you must be registered with and provide documentation of your disability to Counseling and Disability Services which is located on the second floor of Crocker Center. Contact Debby Jones or Rose Signorello at 713-525-6953 or 713-525-3162.