

University of North Carolina at Greensboro
Bryan School of Business and Economics
Department of Business Administration
Fall 2016

ENT 206 Campus Entrepreneurs

6-8:50 pm Wednesday, Bryan Building, Room 205

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Instructor: Ted Shalek, CPA, CGMA, CVA, MBA

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Office Hours: 8:50 pm-9:50 pm W in the classroom, and by appointment

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CREDITS: 3

FOR WHO PLANNED: 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.

COURSE DESCRIPTION: Students learn how to establish a new business from idea to inception through the finalized business model. Students may have the opportunity to establish a viable business on campus.

REQUIRED TEXT: To keep costs as low as possible, you have two options:

1. Katz, J.A., & Green, R.P. II. (2014). *Entrepreneurial Small Business (4th ed.)*. New York, NY: McGraw-Hill Irwin and accompany materials. ISBN: 978-0-07-802942-4 **NOTE YOU WILL NEED THE 4TH EDITION FOR THIS CLASS (NEWEST)**.
2. e-book on-line at CourseSmart: <http://www.coursesmart.com>

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

BUSINESS SITE: ArcBARKS Dog Treat Company, 2823-C Spring Garden Street, Greensboro, NC 27403
Monday-Friday 9:00 a.m.-2:00 p.m., 336-285-9067, www.arcBARKS.com

REQUIRED ENTREPRENEURIAL PROPENSITY SCALE: Please take the Entrepreneurial Propensity survey. **TO GET CREDIT, BE SURE TO INCLUDE YOUR NAME ON THE SURVEY AT THE BEGINNING AND THE END OF THE CLASS.** Here's the

link: https://uncg.qualtrics.com/SE/?SID=SV_c03o3IOra7ivBNX

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 again during 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.

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.
4. Create a mutually respectful classroom environment.
5. Revisit an exam question if you have a concern.
6. Be available for office hours, as discussed above, or at home up until 9 pm. for calls.
7. Respond to email within 24 hours except holidays and weekends unless there is a problem with internet connections. I check my email regularly during the day.
8. I will honor my office hours – please come see me after class so we can begin discussions.

As students you PROMISE to:

1. Come prepared to every class by reviewing previous notes and having completed assignments.
2. Complete all work on time with proper thought.
3. Consider it is not always my fault if you don't understand the material.
4. Treat others and me with respect.

Evaluation and Grading Policy:

A	410 – 381.3	C	315.6 – 299.3
A-	381.2 – 369	C-	299.2 – 287
B+	368.9 – 356.7	D+	286.9 – 274.7
B	356.6 – 340.3	D	274.6 – 258.3
B-	340.2 – 328	D-	258.2 – 246
C+	327.9 – 315.7	F	<246

Team Assignments	Coverage	Possible Points	Details	Percentage of Total Points	Track Your Points
Retail Project Report	1.Inventory Management 2. Sales Promotions 3. Marketing – plans + content 4. Product Subscription Program	106	Group	25.85%	
Retail Project Presentation	This is the oral, in class, presentation of the Retail Project	40	Team	9.76%	
New Business Model Report	THIS IS YOUR BUSINESS MODEL	100	Team	24.39%	
New Business Model Presentation		40	Team	9.76%	
Individual Assignments					
Canvas Logon and Discussion Board		5	Individual	1.22%	
Entrepreneurial Propensity Survey taken at Beginning and End of Semester	SURVEY MUST BE TAKEN AT BEGINNING AND END OF CLASS WITH YOUR NAME ON SURVEY TO GET CREDIT	6	Individual	1.46%	
Exam #1	Ch. 1,4,8,partial 10,12 & 16	50	Individual	12.20%	

Class Attendance & Participation	15 class periods@ 4 points plus 3 pts. Prof. discretion	63		15.37%	
TOTAL		410		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/complete/>

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:

http://www.uncg.edu/bae/faculty_student_guidelines.pdf

Attendance Policy:

Participation points are given to each class for attendance. To earn these points, you must be in attendance when role is taken and stay for the entire class period. If you are not in class or are not in attendance when the role is taken and there for the entire class period, you will earn 0 points. If you attend the entire time and are there when role is taken and participate minimally, you earn 1 point. If you fully participate by attending the entire time, there when role is taken, as well as enter as an active participant in class discussions, group assignments, and assist your teammates, you will earn 2 points.

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.

Religious Observances:

1. The University allows for a limited number of excused absences each academic year for religious observances required by the faith of the student.
2. Students must notify the instructor of absences two weeks in advance of the date of the religious observance. Also, it is required that the nature of the religious observance is specified and the student's participation be confirmed in writing by an official of the religious organization.
3. When appropriate notice is given above as specified under point two above, the student will be granted at least two excused absences under this policy and will be allowed to make up work and tests missed due to these particular absences. With regard to any test or other assignment that a student would miss due to notice of a required religious observance, the student is required to complete the test or assignment in advance of the originally scheduled date of the test or assignment. Beyond the minimum terms and limits of this policy, the instructor maintains authority to establish and enforce the attendance policy for this course.

4. The requirement for students to make such requests for excused absences applies only to days when the University is holding class.

Calendar

DATE	TOPIC	TEXT	HOMEWORK DUE
August 24	Entrepreneurs and Ideas: The Basis of Small Business Class Overview, Visit from <u>ArcBARKS</u> Management team In-Class Networking, Teams Formed		Download Syllabus on Canvas and Bring to class. Login to Canvas and enter into the Discussion board on your major, work experience, respond to two posts and idea due August 24 by 5 pm You will be forming groups this class period so you must read Canvas Discussion Board and come to class with a possible team member list of 3-5 students for the inventory, sales/promotion, marketing, and subscription services projects. Index Cards provided with all team members and contact info (email and cell phone) due before the end of class.
August 31	Small Business: Its Opportunities and Rewards Small Business Ideas: Creativity, Opportunity, Feasibility	Ch. 1 Ch. 4	Idea Discussion Team contract due no later than Thursday, September 1 before noon-all other due dates are on Thursday
September 7	Business Plans: Seeing Audiences and Your Business Clearly, Assets: Inventory	Ch. 8 up to p. 221 (stop at Executive Summary) Ch. 16 up to p. 527 (stop at Value of Assets in Your Business)	
September 14	Small Business Promotion: Capturing the Eyes of Your Market Marketing Plans: Saying How You'll Get Sales Exam 1 Review (Ch. 1, 4, 8 partial, 16 partial, 10, 12)	Ch. 10 Ch. 12	

September 21	Guest Speaker-Noah Reynolds, Coleman Entrepreneur in Residence and Business Owner Exam 1 (Ch. 1, 4, 8 partial, 16 partial, 10, 12)		
September 28	Workshop on Library Resources for Your Business with Steve Cramer, Business Librarian Class Project Work Day		
October 5	Cash: Lifeblood of the Business Small Business Finance: Using Equity and Debt Small Business Accounting: Projecting and Evaluating Performance	Ch. 14 Ch. 15 up to p. 503 (stop at Gift Financing) Cash: Lifeblood of the Business Small Business Finance: Using Equity and Debt Ch. 13 up to p. 432 (stop at Business Plan and Budget Process)	
October 12	RETAIL PROJECT CLASS WORKDAY AND PRESENTATION PRACTICE with Ted Shalek		
October 19	RETAIL PROJECT CLASS WORKDAY AND PRESENTATION PRACTICE with Ted Shalek		
October 26	RETAIL PROJECT PRESENTATION #1 RETAIL PROJECT PRESENTATION #2		Retail Project due in my email box-Oct. 28 before Noon . Peer evaluation (% for each team member on their share of the work including your %) due at presentation time individually
November 2	RETAIL PROJECT PRESENTATION #3 RETAIL PROJECT PRESENTATION #4		Retail Project due in my email box-Oct. 28 before Noon . Peer evaluation (% for each team member on their share of the work including your %) due at presentation time individually
November 9	SHARK TANK PRESENTATION 6:00 – 7:30 PM THEN BUSINESS MODEL PRESENTATION WORKDAY AND PRESENTATION PRACTICE WITH Ted Shalek		
November 16	Business Model Presentations 1) 2) 3) 4) 5)		Final Business Model Due hard copy to class, email copy to Ted Shalek due in one Word Doc on November 11 before noon
November 23	No class – Thanksgiving Break		Enjoy!

November 30	Business Model Presentations 6) 7) 8) 9) 10)		
December 12 7:00-10:00 p.m.	Final Exam Period (no exam-required to come for Presentations) and Licensing Presentations 11) 12) 13)		Final Business Model Due hard copy, email copy to Ted Shalek due in one Word Doc on Nov. 11 before noon

*-Speakers in bold and italics are guest speakers outside of class

Extra Credit

There is an opportunity to earn extra credit:

BRYAN BACK TO BUSINESS

+5 points-attend 2 different panels (45 min. each)

Monday August 29-Bryan Back to Business

The event will be held on Monday, August 29th and will consist of several repeating panels on various topics related to career success and/or attending grad school. Please see [here](#).

Note: You must sign up on the sheets to get credit.

Appendix: Student Business Licensing

At the conclusion of the course, students who have successfully completed all the requirements of the program can, at their discretion, present and submit their business model to the UNCG Business Model Selection Committee (UNCG BMSC) for selection and award of a license to conduct business on campus for the sole benefit of the student owners, students, faculty and administration of UNCG. The award of such license will be at the sole discretion and authority of the UNCG BMSC. Presentations will be scheduled at the discretion of the UNCG BMSC during one class period toward the end of the semester.

Student Teams:

In order to be allowed to present and submit a completed business model proposal to the UNCG BMSC, a member of the team must have successfully completed all the requirements of the course and receive at least a passing grade and earned the allotted credit hours.

Participating student entrepreneurs agree that only students who have successfully completed the course will serve as student owners.

Business License:

Each term that this course is offered, the UNCG BMSC will determine the maximum number of new licenses granted. The UNCG BMSC reserves sole right to determine this number and award licenses based on a number of factors, including but not limited to:

- Quality and reasonable expectation of success of the business model submitted
- Background, experience and general performance expectations of the business model developers
- Possible conflicts with exclusive contracts currently in place with campus-supported business enterprises.

Each license offered to conduct business must be accompanied by a signed license agreement (contractual arrangement), which stipulates the responsibilities and liabilities of all parties involved. Failure to comply with any provisions of the license agreement will void the license. Compliance failure will be deemed solely by the approved Licensing body.

Each license offered will be for a period of one full calendar year, renewable annually, at the discretion of the approved Licensing body. Each licensee will be offered an exclusive license (no directly competing firms) for the first (calendar) year of operation. Thereafter, business licenses may be awarded to competing forms.

License Term

The initial license holder(s) may not sell, give or in any way assign or transfer the license without prior written approval of the UNCG BMSC. If an assignment or transfer is to be made to a UNCG student, the “purchasing student(s)” must have successfully completed the requirements of this course prior to the assignment or transfer.

To determine the maximum longevity of the initial license offered, the youngest, in grade, will be used. (As example, if two individuals form a partnership or corporation and one is a senior and one a sophomore, the maximum license period for the initial license granted will last until the sophomore graduates or leaves UNCG. The “senior” student in this example must remove him/herself from the business at his/her departure/graduation and request a “buyout” of his/her portion of the business from his/her business partner(s). The remaining partner(s)/member(s) will enjoy first right of refusal to the buyout offer of the graduating/departing member. If the sale of the graduating student(s) share of the business cannot be completed satisfactorily (to all parties involved) within 60 days of graduation, then all parties must meet with the BMSC; who will act to mediate the process. Solutions will be offered, including the right of the BMSC to terminate the license if a reasonable solution cannot be met, in a timely manner.

Each student entrepreneur and partners that is granted a business license on campus will be required to actively participate in the UNCG CEO Club. See Dr. Welsh for meeting information (dhwelsh@uncg.edu or 336-256-8507)

License Fee:

See License agreement in the Canvas site