Course Number/Section/Name: MGT 3332 -01 New Venture Creation  
Semester/Year: Fall 2017  
Professor: Mr. David Terry

Class Days/Times/Location or Other Format: Monday, 6:30 – 9:10 pm, CC 335  
Office Location: CC 213 K  
Office Hours: Available by appointment  
Office Phone: 806-433-2362 cell  
Email: david@wtenterprisecenter.com  
Social Media: Keep up with the latest happenings of your COB on Facebook and Twitter, connect with us on LinkedIn, and check out COB videos on YouTube.  
Other: Connect with me on LinkedIn or follow me on Twitter

Terms of Use  
A student's continued enrollment in this course signifies acknowledgment of and agreement with the statements, disclaimers, policies, and procedures outlined within this syllabus and elsewhere in the WTClass environment. This Syllabus is a dynamic document. Elements of the course structure (e.g., dates and topics covered, but not policies) may be changed at the discretion of the professor.

WTAMU College of Business Mission Statement  
The mission of the College of Business is to provide high quality undergraduate and graduate business education with a global perspective and ethical awareness. We accomplish this through emphasis on excellence in teaching, which is strengthened by faculty scholarship and supported by professional service.

Learning Objectives of the WTAMU College of Business Programs  
The College of Business (COB) at West Texas A&M University (WTAMU) seeks to prepare students in the Bachelor of Business Administration (BBA), Master of Business Administration (MBA), Master of Professional Accounting (MPA), and the Master of Science, Finance and Economics (MSFE) degree programs for careers in business and to foster their professional growth and advancement via key learning goals and objectives.

• Leadership  
• Communication  
• Critical Thinking  
• Business Integration  
• Core Business Knowledge  
• Global Business Environment  
• Business Ethics and Corporate Governance

Course Description  
Throughout this course, you will develop a mindset that will enable you to build a toolkit to create and evaluate entrepreneurial opportunities, marshal resources, and form teams driven by creativity, leadership, and smart action. This course is a journey through the fuzzy front-end of early stage entrepreneurial activity.
This course is not intended to be a complete overview of entrepreneurship; it is an immersion experience for finding and creating opportunities.

Course Objectives
As a student in this course, you will practice entrepreneurial thinking and action by accomplishing the following objectives:

- Assess your personal entrepreneurial capacity.
- Differentiate between entrepreneurial and managerial thinking.
- Play with idea generation techniques to help you better create and shape ideas into bold opportunities.
- Evaluate opportunities using rigorous feasibility and experimentation processes.
- Develop, define, and clearly communicate a business concept to determine its feasibility.
- Gain confidence to use entrepreneurial thinking and action with future opportunities.

Map from COB Learning Objectives to Specific Course Objectives
The College of Business Learning Goals are related to the course objectives for MGT 3332, as follows:

1. Students will demonstrate competencies in writing, speaking, and technology communication via individual exams, written assignments, presentations, class discussions and in-class exercises.
2. Students will demonstrate their competencies in critical thinking via interpretive case studies, entrepreneur simulation, and development of a business idea and pitch presentation for the course project.
3. Students will demonstrate their competencies in ethical decisions via “you be the entrepreneur” in-class exercises and simulations.
4. Students will demonstrate their knowledge of the global and domestic environment and their relevance to the business contexts via reading assignments and in-class exercises related to the global entrepreneurial environment and social entrepreneurship.
5. Students will demonstrate their knowledge of diversity for effective problem-solving via in-class exercises, discussion, group exercises and entrepreneur simulation.
6. Students will illustrate and explain theories and concepts related to new venture creation and the mindset and practice of entrepreneurship via individual exams, in-class exercises and presentations.

Course Materials
- Required Simulation - VentureBlocks Simulation, ISBN: 9781506384382
- WTClass – all chapter quizzes and lessons will be accessed through WTClass
- Other materials and readings as assigned.
Course Grading Policies

Attendance/Class Participation 10%
Homework – Chapter Quizzes, etc. 10%
Projects & Case Studies 10%
Pitch Presentation 15%
VentureBlocks Simulation 15%
Midterm Exam 20%
Final Exam 20%

Course Assignment, Examination, and or Project Policies

Attendance and Class Participation
As an experiential course, you are required to attend class and therefore, you will receive a grade each week for attendance and participation. Participation will be based on active participation on discussion topics and active participation in group work throughout the semester.

Homework
The textbook is a course requirement to enhance learning beyond the classroom. Leaders are readers, and each week you will have a quiz based on the textbook material. Each quiz corresponds with the reading requirement for each week.

Projects and Case Studies
Projects and Case Studies will be assigned throughout the semester as group work primarily during the class period. However, there may be occasions where projects or case studies are assigned outside of the classroom.

Expectations for Pitch Presentations
You will create a pitch deck and pitch your idea to the class in a thoughtful, engaging presentation, using the guidance in your book. We will provide each other written, anonymous, and constructive feedback on the presentations.

Expectations for VentureBlocks Simulation
VentureBlocks is an easy-to-use (and fun!) online simulation for developing skills in conducting customer interviews, identifying potential business opportunities, and more. You will compete outside the classroom for 30-60 minutes to develop entrepreneurial skills. Missions, levels, and points guide you through the customer development process and provide instant feedback so you can learn from mistakes in a low-stakes environment. We will debrief as a class afterward.

Exams
You will have a midterm exam and final exam based on the textbook material, information discussed in class and applied learning outside of the classroom.
<table>
<thead>
<tr>
<th>Class Date</th>
<th>Required Readings</th>
<th>Exams and Coursework Due Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>August 28</td>
<td>1. Entrepreneurship: A Global Social Movement</td>
<td>Chapter 1-2 Quiz Group Excercise</td>
</tr>
<tr>
<td></td>
<td>2. Practicing Entrepreneurship Passion Article</td>
<td></td>
</tr>
<tr>
<td>September 4</td>
<td>Labor Day - No Class</td>
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</tr>
<tr>
<td>September 11</td>
<td>3. Developing an Entrepreneurial Mindset 4. Supporting Social Entrepreneurship</td>
<td>Chapter 3-4 Quiz</td>
</tr>
<tr>
<td>September 18</td>
<td>Case Study</td>
<td></td>
</tr>
<tr>
<td>September 25</td>
<td>5. Generating New Ideas 11. Learning From Failure Talking to Humans Book</td>
<td>Chapter 5, 11 Quiz Case Study Due</td>
</tr>
<tr>
<td>October 2</td>
<td>6. Using Design Thinking</td>
<td>Chapter 6 Quiz VentureBlocks Simulation</td>
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<tr>
<td>October 9</td>
<td>7. Testing and Experimenting in Markets</td>
<td>Chapter 7 Quiz Midterm Review</td>
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<tr>
<td>October 23</td>
<td>10. Creating Revenue Models</td>
<td>Chapter 10 Quiz</td>
</tr>
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<td>November 6</td>
<td>14. Developing Networks</td>
<td>Chapter 14 Quiz</td>
</tr>
<tr>
<td>November 13</td>
<td>15. Navigating Legal and IP Issues</td>
<td>Chapter 15 Quiz</td>
</tr>
<tr>
<td>November 20</td>
<td>16. Marketing and Pitching Your Idea Appendix B. The Pitch Deck</td>
<td>Course Projects Due Chapter 16 Quiz</td>
</tr>
<tr>
<td>November 27</td>
<td></td>
<td>Pitch Presentations</td>
</tr>
<tr>
<td>December 4</td>
<td></td>
<td>Pitch Presentations Final Exam Review</td>
</tr>
<tr>
<td>December 11</td>
<td></td>
<td>Final Exam (Cumulative)</td>
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</tbody>
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Additional Course Policies
This course requires each student’s active participation, as follows:

• Arrive on time
• Be fully engaged
• Fully respect other’s input, while challenging people in a professional manner
• When you are speaking, be concise and back up your opinions with facts
• Use of technology is highly encouraged

WTAMU COB Student Code of Ethics
Each student enrolled in COB courses accepts personal responsibility to uphold and defend academic integrity and to promote an atmosphere in which all individuals may flourish. The COB Student Code of Ethics strives to set a standard of honest behavior that reflects well on students, the COB and West Texas A&M University. All students enrolled in business courses are expected to follow the explicit behaviors detailed in the Student Code of Ethics.

Code of Ethics

• Do not use notes, texts, solution manuals, or other aids for a quiz or exam without instructor authorization.
• Do not copy the work of others and/or allow others to view your answers or copy your work during a quiz, exam, or on homework assignments.
• Do not allow other parties to assist in the completion of your quiz, exam, homework, paper, or project when not permitted.
• Do not work with other students on projects or assignments without authorization from the course instructor.
• Properly cite and specifically credit the source of text, graphic, and web materials in papers, projects, or other assignments.
• Do not forge the signature of an instructor, advisor, dean, or another student.
• Provide truthful information for class absences when asking faculty for excused absences or for a make-up for a quiz, exam, or homework.
• Provide truthful information on your resume including work history, academic performance, leadership activities, and membership in student organizations.
• Respect the property, personal rights, and learning environment of all members of the academic community.
• Live up to the highest ethical standards in all academic and professional endeavors.

Students violating the Student Code of Ethics will be reported to the Dean’s office and are subject to penalties described in the West Texas A&M University Code of Student Life, which may include suspension from the University. In addition, a violator of the Student Code of Ethics may become ineligible for participation in student organizations sponsored by the COB and for recognition for College academic honors, awards, and scholarships.
COB Student Resources Link
The COB has developed a Student Resources repository (e.g., APA writing style information, business core reviews, facilities, and other helpful supplements), which can be found on the COB Website. Additionally, WTAMU has developed an Academic Study Skills information site to assist students (e.g., study habits, supplemental instruction, tutoring, writing and math skills), which can be found on the WTAMU Website. For WTAMU Writing Center information (for students needing writing assistance, guidance, and feedback), please visit their website.

COB Communications Component
Students earning a BBA degree must complete at least one course with a communications component as part of the business core requirements. The COB communications component is a requirement in the following courses: ACCT 4373 (Accounting Communications), BUSI 4333 (Cross-Cultural Issues in Business Communications), BUSI 4350 (Current Issues in Management Communications), BUSI 4380 (Conflict Resolution and Negotiation), BUSI 4382 (Emerging Media Law), CIDM 3320 (Digital Collaboration and Communication), ECON 4370 (Economics of Health Care), FIN 3350 (Personal Financial Planning), FIN 4320 (Investments), FIN 4321 (Portfolio Theory), MGT 3335 (Organizational Behavior), MGT 4380 (Conflict Resolution and Negotiation), and MKT 3342 (Consumer Behavior).

Students in a communications component course are explicitly required to demonstrate knowledge of communication skills. Specific objectives may include but are not limited to the following concepts put forth by the National Business Education Association: (1) ability to organize a written and an oral message coherently and effectively, (2) ability to use technology for communication, (3) ability to research a topic, prepare a report, and present the findings to all organizational levels, and (4) ability to demonstrate critical-thinking skills. Specific course requirements and the role of the communications component with respect to student grading policy are at the discretion of the course instructor of record.

Student Travel Opportunities
In multiple business courses, there may be opportunities for student travel supplemented by student fees. If you have an interest in such opportunities as they become available, please notify a faculty member.

Dropping/Repeating the Course
Should a student decide to drop the course, it is the student’s responsibility to be aware of the final drop dates and adhere to the WTAMU Add/Drop policy. Any student participating in the course after the WTAMU posted drop date will be considered active and a grade will be administered at the end of the course for that student. Students are charged a fee for any course attempted for a third or subsequent time at WTAMU other than a non-degree credit developmental course or exempted courses.

Scholastic Dishonesty
It is the responsibility of students and instructors to help maintain scholastic integrity at the University by refusing to participate in or tolerate scholastic dishonesty. Commission of any of the following acts shall constitute scholastic dishonesty. This listing is not exclusive of any other acts that may reasonably be said to
constitute scholastic dishonesty: acquiring or providing information for any assigned work or examination from any unauthorized source; informing any person or persons of the contents of any examination prior to the time the examination is given in subsequent sections of the course or as a makeup; plagiarism; submission of a paper or project that is substantially the same for two courses unless expressly authorized by the instructor to do so; submission of a paper or project prepared by another student as your own. You are responsible for being familiar with the University's Academic Integrity Code, as well as the COB Student Code of Ethics listed in this document.

**Academic Integrity**

All work must be completed individually unless otherwise stated. Commission of any of the following acts shall constitute scholastic dishonesty: acquiring or providing information for any assigned work or examination from any unauthorized source; informing any person or persons of the contents of any examination prior to the time the examination is given in any subsequent sections of the course or as a makeup; plagiarism; submission of a paper or project that is substantially the same for two courses unless expressly authorized by the instructor to do so. For more information, see the [Code of Student Life](#).

**Viewpoints/External Websites Disclaimer**

The views expressed in this document, web-based course materials, and/or classroom presentations and discussions are those of the professor and do not necessarily represent the views of West Texas A&M University, its faculty and staff, or its students. Views expressed by students are likewise those of the person making such statements. It is understood and expected that each individual within this course will respect and allow individual difference of opinion.

Neither the professor, the COB, nor WTAMU are responsible for the content of external websites discussed in the classroom and/or linked to via online course materials, emails, message boards, or other means. Referred websites are for illustrative purposes only, and are neither warranted nor endorsed by the professor, COB, or WTAMU. Web pages change frequently, as does domain name ownership. While every effort is made to ensure proper referencing, it is possible that students may on occasion find materials to be objectionable for reasons beyond our control.

**Acceptable Student Behavior**

Classroom behavior should not interfere with the instructor’s ability to conduct the class or the ability of other students to learn from the instructional program (Code of Student Life). Unacceptable or disruptive behavior will not be tolerated. Students engaging in unacceptable behavior may be instructed to leave the classroom. Inappropriate behavior may result in disciplinary action or referral to the University’s Behavioral Intervention Team. This prohibition applies to all instructional forums, including electronic, classroom, labs, discussion groups, field trips, etc.

**Technology Requirements**

All technological requirements for the successful completion of this course are the responsibility of the student, including access to a working computer and or to a device with secure broadband Internet access.
connection, data storage and retrieval, and state-of-the-art security. The student is responsible for all technological problems not related to WTAMU, including but not limited to equipment failures, power outages, and Internet breakdowns. Furthermore, students are responsible for all necessary technical and operational skills for completing this course, and for being familiar with WTClass (the Blackboard Learning System) both in a general sense and in a specific sense as pertaining to this course and any materials stored within. The professor is not responsible for any technical matters related to WTClass. Students must contact WTClass if they have problems accessing and/or using the WTClass environment.

**Physical or Educational Access - ADA Statement**
West Texas A&M University seeks to provide reasonable accommodations for all qualified persons with disabilities. This University will adhere to all applicable federal, state and local laws, regulations and guidelines with respect to providing reasonable accommodations as required to afford equal educational opportunity. It is the student's responsibility to register with Student Disability Services (SDS) and to contact faculty members in a timely fashion to arrange for suitable accommodations. Contact Information: Student Success Center, CC 106; phone 806-651-2335.

**Title IX Statement**
West Texas A&M University is committed to providing a learning, working and living environment that promotes personal integrity, civility, and mutual respect in an environment free of sexual misconduct and discrimination. Title IX makes it clear that violence and harassment based on sex and gender are Civil Rights offenses subject to the same kinds of accountability and the same kinds of support applied to offenses against other protected categories such as race, national origin, etc. Harassment is not acceptable. If you or someone you know has been harassed or assaulted, you can find the appropriate resources here:
- WTAMU Title IX Coordinator Becky Lopez – Kilgore Research Center 147, or call 806.651.3199
- WTAMU Counseling Services – Classroom Center 116, or call 806.651.2340
- WTAMU Police Department – 806.651.2300, or dial 911
- 24-hour Crisis Hotline – 800.273.8255, or 806.359.6699, or 800.692.4039
- Visit the Notalone website
For more information, see the Code of Student Life.

**WT Attendance Policy for Core Curriculum Classes**
For the purposes of learning assessment and strategic planning, all students enrolled in Core Curriculum or developmental courses at West Texas A&M University must swipe their Buff Gold cards through the card reader installed in the classroom/lab for each class/lab meeting.

**Evacuation Statement**
If you receive notice to evacuate the building, please evacuate promptly but in an orderly manner. Evacuation routes are posted in various locations indicating all exits, outside assemble area, location of fire extinguishers, fire alarm pull stations and emergency telephone numbers (651.5000 or 911). In the event an evacuation is necessary; evacuate immediately do not use elevators; take all personal belongings with you; report to outside assembly area and wait for further information; students needing assistance in the evacuation process should
bring this to the attention of the instructor at the beginning of the semester.

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* Syllabus template approved by COB Curriculum Committee May 2017. Annual review of the syllabus is a formal part of the COB continuous improvement process.