



## ENTR 1110 – Entrepreneurship

### Instructor Information

#### Contact Information

**Name:** Cheryl L. Bernier  
**E-Mail:** [cbernier@unm.edu](mailto:cbernier@unm.edu)

**Office No.:** online  
**Office Hours:** Mondays: 8:00-9:00 pm and by appt.  
(Online)

**Preferred Methods of Contact:** **Homework or Grade Questions:** Use UNM email

#### Instructor Response Time

##### Communication

I routinely check Canvas for postings or messages, Monday – Friday and sometimes on the weekend. You can anticipate a 24-hour response from me, Monday – Friday.

##### Grading

Grades for all assignments will be posted within 7 days after the due date of the assignment. There will be a 20% deduction on written assignments for each 24 hours for late work. Required Discussion Postings and Quizzes will not be accepted late. No work will be accepted after the class ends.

### Course Information

#### Course Description

Introduces students to the concept of entrepreneurship and to the process of business startups.

## Course Objectives/Student Learning Outcomes

Students completing this course should be able to:

1. Describe the characteristics of entrepreneurs, entrepreneurship, and small business
2. Generate and evaluate ideas for businesses
3. Identify a business's competitive advantage and keys to success
4. Demonstrate market research skills
5. Analyze target markets
6. Establish and enhance entrepreneurial attitudes, behaviors, and skills
7. Experience the entrepreneurial process
8. Identify social and situational factors that encourage or inhibit entrepreneurial behavior
9. Establish a network of mentors and advisors who can provide ongoing support
10. Select leadership and management strategies to develop a successful entrepreneurial team

## Prerequisites

None

## Corequisites

None

## Course Orientation

Instructions for Orientation assignments are in Canvas on the Course Home page under "Orientation Module - Click Start Here" link.

## Textbooks & Software

### Required Textbooks/Resources

This course is a **RedShelf Inclusive Access course**. The UNM Bookstore and publisher have worked together to lower the cost of your course materials by delivering them digitally and directly to your UNM Canvas account.

This course uses one (1) eText:

- Entrepreneurship: Theory, Process, Practice

Under the Inclusive Access model, you will have free access to your digital course materials during the evaluation period (**add/drop period – approximately September 1st**). If you are still enrolled in the course when the evaluation period is over, then your course materials will be charged directly to your Bursar Account at that time.

**Inclusive Access:** For additional information, you may email [inclusiveaccess@unm.edu](mailto:inclusiveaccess@unm.edu) or follow this link: [https://bookstore.unm.edu/t-1UNM\\_InclusiveAccess.aspx](https://bookstore.unm.edu/t-1UNM_InclusiveAccess.aspx)

## Required Software:

N/A

As a student, you can download a free version of the current Microsoft Office by following these steps:

1. Go to: <http://lobomail.unm.edu/> and enter your UNM email address
2. Log in using your UNM email and password
3. Click Install Office at the top right of your window
4. Student can install Office on up to three devices

**NOTE** – Students bursar accounts will be charged if students do not OPT OUT by the last day to drop a class without a charge.

## Technical Considerations

### Online Course Requirements

- A high-speed Internet connection is highly recommended.
- Supported browsers include: Chrome, Internet Explorer, Firefox, and Safari. To check your browser(s), use this link: [https://help.blackboard.com/Learn/Student/Getting\\_Started/Browser\\_Support/Browser\\_Checker](https://help.blackboard.com/Learn/Student/Getting_Started/Browser_Support/Browser_Checker)

Also the UNM IT Department, offers a variety of free applications including Symantec Endpoint Protection Antivirus Software. To download a copy, simply to go <http://it.unm.edu/download/> and log in using your UNM NetID and password.

Any computer capable of running a recently updated web browser should be sufficient to access your online course. However, bear in mind that processor speed, amount of RAM and Internet connection speed can **greatly** affect performance.

Online courses perform best on a hard-wired, high speed Internet connection. Those using Wi-Fi connections may experience longer page load times and much slower performance when accessing their online course. Additionally, using a Wi-Fi connection may cause reception problems during Zoom Meetings. UNM offers free high-speed Internet access at [UNM's Computer Pods](#)

### UNM Learn Technical Support:

(505) 277-0857 (24/7) or use the "Create a Support Ticket" link in your course.

### Pearson MyLab IT Technical Support:

- **24/7 Phone:** (877) 694-8522 – note incident number to give to instructor
- **24/7 Chat** – note incident number to give to instructor
- **Search FAQs** at <https://support.pearson.com/getsupport/s/>

### UNM Canvas Tracking

UNM Canvas automatically records all students' activities including: your first and last access to the course, the pages you have accessed, the number of discussion messages you have read and sent, chat room discussion text, and posted discussion topics. This data can be accessed by the instructor to

evaluate class participation and to identify students having difficulty.

## Course Interruptions and Scheduled Maintenance

### In the Event of an Unexpected Course Interruption

If UNM Canvas is down for 4 hours or more on the day an assignment or exam is due, the instructor will notify students of a new due date.

### Scheduled Maintenance

UNM Canvas has a weekly scheduled maintenance window from 4:30 am – 5:30 am every Saturday when UNM Canvas is not available. In addition, UNM IT conducts general system maintenance that affects multiple systems on campus, including UNM Canvas a few times a year, usually before the start and near the end of academic terms. Announcements for these periodic maintenance windows are normally posted in UNM Canvas two weeks ahead of time to notify users of planned outages. Please remember to plan ahead as you will not have access to UNM Canvas during these outages.

### Student Course Access at the End of Term/Semester

Canvas is available for 2 weeks after the end of the course. After 2 weeks students will no longer have course access.

## Assessment and Grading

### Submission Requirements

Students have one attempt on homework and quizzes. I will accept homework and assessments late, however students will lose 20% of their grade for each day late. No work will be accepted after December 16, 2023. Discussion Board Postings will NOT be accepted late.

### Grade Weighting

Learning Activities	Number of Activities	Points for each activity	Total Points
Introduction Discussion	1	10	10
Initial Assessment	1	100	100
Discussion Board	12	10	120
Muddy Points Discussions	3	10	30
Quizzes	12	20	240
Midterm Assignment	1	100	100
Final - Business Plan	1	300	300
Total points			900

### Grading Scale

Grades will be assigned based on the following course grading schedule:

Grade	Points			%
A	900	to	837	93.0%
A-	836	to	810	90.0%
B+	809	to	783	87.0%
B	782	to	747	83.0%
B-	746	to	720	80.0%
C+	719	to	693	77.0%
C	692	to	657	73.0%
C-	656	to	630	70.0%
D	629	to	540	60.0%
F	< 540			< 60%

## Course Expectations & Ground Rules

### Course Schedule

See course schedule posted in UNM Canvas. You will find the schedule on the Syllabus/Schedule Module.

### Inclement Weather, Course Interruptions and Scheduled Maintenance

#### Inclement Weather

Since our homework and assessments (including the final exam) are online, inclement weather should not affect the completion of exams.

#### In the event of an unexpected course interruption:

If Canvas is down for more than 4 hours on the day a homework, assessment or final is due, email the instructor at [cbernier@unm.edu](mailto:cbernier@unm.edu) and let her know the problem you are encountering. If we confirm that the system was down, **the due date will automatically be extended for 24 hours.**

### Instructor Drop and Withdrawal Policy

The instructor may drop a student, if the student does not complete the first week/module's activities by the end of the first full week of the course. The instructor may also drop a student during the term, if a student fails or misses assignments, an exam and does not contact the instructor within one week of the failed/missed assignment or exam. Do not count on me dropping you, however. Ultimately, it is your responsibility to drop the course if you are no longer interested in pursuing it.

Students are responsible for completing all courses in which they are enrolled. Changes in enrollment, drops or withdrawals must be officially processed. A student who does not follow proper withdrawal procedures may be given a failing grade and is responsible for tuition charges associated with the course. Deadlines for course withdrawals are established by the UNM Registrar's Office and may be found at <http://registrar.unm.edu/>. Any student considering dropping should first consult with the instructor and academic advisor.

### Class Participation

I want all of my students to succeed! Just because the class is a distance learning class does not mean we are disconnected.

### Required Discussion Posting Information

Substantive initial posts and responses to a classmate's post are expected by Sunday night at 11:59 PM.

## Netiquette Ground Rules

See Netiquette Ground Rules document in your course on the 'Syllabus/Schedule/Contact Info' page.

Use proper grammar and spelling (type your postings in WORD first in order to use spell check then copy and paste into UNM Canvas - this will also save you retyping it if should happen in UNM Learn/Blackboard with your posting).

## UNM-VC RESOURCES

### Student Services

There are various services provided in our Student Services Department. See below about equal access. Also, we have a testing center, advising, and career placement available:

<http://valencia.unm.edu/students/student-services.html>

### Other Important Information

#### Equal Access

If you have a documented disability, please provide me with a copy of your letter from Equal Access Services as soon as possible to ensure that your accommodations are provided in a timely manner. It is up to you to obtain documentation of a disability. If you are a Valencia campus student, contact Equal Access Services at Valencia Campus (505)925-8910 and

<http://valencia.unm.edu/students/advisement-and-counseling/equal-access-services.html>. If you are a main campus student you can receive documentation from the main campus Accessibility Resource Center <http://as2.unm.edu/>. I will not guarantee accommodation without the appropriate documentation.

## Academic Dishonesty

Each student is expected to maintain the highest standards of honesty and integrity in academic and professional matters. The University reserves the right to take disciplinary action, up to and including dismissal, against any student who is found guilty of academic dishonesty or otherwise fails to meet the standards. Any student judged to have engaged in academic dishonesty in course work may receive a reduced or failing grade for the work in question and/or for the course. ***Academic dishonesty includes, but is not limited to: dishonesty in quizzes, tests, or assignments; sharing your NetID or MyLab IT login credentials, claiming credit for work not done or done by others; hindering the academic work of other students; misrepresenting academic or professional qualifications within or without the University; and nondisclosure or misrepresentation in filling out applications or other University records.***

*Students should be familiar with UNM's [Policy on Academic Dishonesty](#) and the [Student Code of Conduct](#), which outline academic misconduct, defined as plagiarism, cheating, fabrication, or facilitating any such act.*