School	The University of New Mexico Valencia Campus
Course	ENTR1110 - Entrepreneurship
Semester	Fall 2026
Class Time	Tuesdays/Thursdays 10:45AM-1:15PM (100% Face-to-Face)
Room	B120
Instructor	Dr. Stephen Edward Takach Ph.D. (Strategic Management), MBA (International Management), BBA (Finance)
Office	Business and Technology Building (B152) *(Instructor will likely be in this office or in classroom)*
Email	set@unm.edu (Please only send email from your _____@unm.edu email account)
Office Phone	*(Please contact through email as office phone has been removed)*
Office Hours	Tuesdays 7:00AM-8:00AM and 1:15PM-2:00PM in UNM-Valencia B120 *(i.e., our classroom)*
Textbook	Required Main Text: Fundamentals for Becoming a Successful Entrepreneur, Malin Brännback / Alan Carsrud, (*ISBN-13: 978013396681 7)* Required Supplemental Text: Author: George Black Title: Dear Mr. A ~ Letters Revealing the Secrets of an Entrepreneur (ISBN-13: 9780999574607) [a.k.a. The Next Level Entrepreneur (ISBN-13: 9780999574621)]
Course Purpose	Introduces students to the concept of entrepreneurship and to the process of business startups.
Course Objectives	Students will learn about becoming and entrepreneur and the concept of entrepreneurship. Based on successfully completing ENTR1110 students should be able to: 1. Identify the unique characteristics of an entrepreneur. 2. Identify opportunities and conduct needs analysis. 3. Develop value proposition/market fit for proposed products and services. 4. Develop an appropriate business model. 5. Identify availability of necessary resources. 6. Identify who they are. 7. Describe where they are going. 8. Explain how they will get there.
Grading and Assignments	Course grade will reflect student's comprehensive final exam performance, the completion of in-class exercises, and in-class presentations. **Exam: 80%** **In-Class Exercises: 10%** **In-Class End-of-Semester Instructables Presentation: 5%** **In-Class End-of-Semester 90-Second Pitch Presentation: 5%** **A: 90-100% B: 80-89.5% C: 70-79.5% D: 60-69.5% F: Below 59.5** **There will be one (1) in-class exam. [1 Comprehensive Final Exam @ 80% = 80%]** The comprehensive final exam will cover chapters of the textbook and all material discussed in class, will have 100 multiple choice questions, and will be closed book and closed notes *(i.e., all you can bring into the comprehenisve final exam is a pencil)* **There will be ten (10) in-class exercises (ICEs) [Ten (10) in-class exercises (ICEs) @ 1% per in-class exercise = 10%]** The in-class exercises (ICEs) will be completed in-class, during class time, and will be turned into the instructor at the end of the in-class session. These in-class exercises (ICEs) **cannot** be made-up. **There will be two (2) End-of-Semester (EOS) presentations. [2 presentations @ 5% per presentation = 10%]** The end-of-semester presentations will be based on the "Bricolage/Arbitrage Lab" time, and in-class exercises that are completed from the course supplemental textbook Dear Mr. A. (aka The Next Level Entrepreneur) These end-of-semester presentations **cannot** be made-up.
Make-Up Tests	Make-up test will **NOT** be offered. Please ensure you attendance on the noted Comprehensive Final Exam day
Attendance Policy	Students are required to attend class regularly. You must attend **all** class sessions to successfully learn the material required for the comprehensive final exam. Please note there is no way to make up a missed class session. ****As this is a "compressed" course (i.e., 8-week, 2-meetings per week) students missing more than two (2) in-class sessions will be dropped from the course.****
UNM-Valencia Vision	*"Excellence in teaching, learning, and service to our community"*
UAP 2720 and 2740	Our classroom and university should foster mutual respect, kindness, and support. If you have concerns about discrimination, harassment, or violence, please seek support and report incidents. Find confidential services at LoboRESPECT Advocacy Center, the Women's Resource Center, and the Arcoiris Center. UNM prohibits discrimination on the basis of sex (including gender, sex stereotyping, gender expression, and gender identity). All instructors are "responsible employees" who must communicate reports of sexual harassment, sexual misconduct and sexual violence to Compliance, Ethics and Equal Opportunity. For more information, please see UAP 2720 and UAP 2740
Accommodations	UNM is committed to providing equitable access to learning opportunities for students with documented disabilities. As your instructor, it is my objective to facilitate an inclusive classroom setting, in which students have full access and opportunity to participate. To engage in a confidential conversation about the process for requesting reasonable accommodations for this class and/or program, please contact Accessibility Resource Center at arcsrvs@unm.edu or 505-277-3506.

Day	Date	Topic Covered	ICE#
Tuesday	8/18/2026	Course Introduction: (Syllabus | Handouts | Student Information Sheet)	
Thursday	8/20/2026	Bricolage/Arbitrage Lab Introduction: (Conduct, Norms, Expectations)	
Tuesday	8/25/2026	Dear Mr. A (DMA) - Session 1 DMA Drafts of Exercises (1-8)	
Thursday	8/27/2026	Dear Mr. A (DMA) - Session 2 DMA Drafts of Exercises (9-16)	
Tuesday	9/1/2026	Chapter 1: (What is this Thing Called Entrepreneurship) [Bricolage/Arbitrage Lab Time]	1
Thursday	9/3/2026	Chapter 2: (What is Being Successful: Well it all Depends) [Bricolage/Arbitrage Lab Time]	2
Tuesday	9/8/2026	Chapter 3: (Getting a Good Idea and Making it Work) [Bricolage/Arbitrage Lab Time]	3
Thursday	9/10/2026	Chapter 4: (The Basics about Marketing You Have to Know) [Bricolage/Arbitrage Lab Time]	4
Tuesday	9/15/2026	Chapter 5: (It's all about Building a Better Mousetrap: Product, Service, Development) [Bricolage/Arbitrage Lab Time]	5
Thursday	9/17/2026	Chapter 6: (Finding Team Members and Building an Entrepreneurial Organization) [Bricolage/Arbitrage Lab Time]	6
Tuesday	9/22/2026	Chapter 7: (Everything You Really Need to Know about Entrepreneurial Finance) [Bricolage/Arbitrage Lab Time]	7
Thursday	9/24/2026	Chapter 8: (How to Grow or Not to Grow Your Venture: The Management Challenge) [Bricolage/Arbitrage Lab Time]	8
Tuesday	9/29/2026	Chapter 9: (Planning: Should You, When Do You, and How Do You) [Bricolage/Arbitrage Lab Time]	9
Thursday	10/1/2026	**In-Class End-of-Semester Project Presentations** **"*Instructable*"** **"*90-Second Pitch*"**	10
Tuesday	10/6/2026	**In-Person ENTR1110 Comprehensive Final Exam** ***(Chapters 1-9 and all materials covered in class)*** **[11:00AM-2:00PM]**	
		*****NO MAKEUP EXAM WILL BE OFFERED;***	
		PLEASE ENSURE YOUR ATTENDANCE**	