

School	The University of New Mexico Valencia Campus
Course	ENTR 1110 – Entrepreneurship
Semester	Spring 2020
Class Time	Tuesdays 12:00PM-1:15PM (HYBRID)
Room	Business and Technology Building (B120) & Online (Blackboard Learn)
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 use this email as it is checked frequently)
Office Phone	505.925.8730 (Please contact through email as office phone is rarely checked)
Office Hours	Tuesdays and Thursdays 8:00AM-5:30PM (please see office hours on B152 office door)
Textbook	Main Text: Fundamentals for Becoming a Successful Entrepreneur, Malin Brännback / Alan Carsrud, (ISBN-13: 9780133966817) Supplemental Text: Dear Mr. A ~ Letters Revealing the Secrets of an Entrepreneur [aka The Next Level Entrepreneur], George Black
Course Purpose	Introduces students to the concept of entrepreneurship and to the process of business startups.
Course Objectives	Based on successfully completing ENTR 1110 students will be enabled 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.
Grading and Assignments	Course grade will reflect student's exam performance, the completion of in-class exercises, out-of-class assignments, an in-class presentation, and pitch competition submission. Exams: 40% In-Class Exercises: 30% Out-of-Class Assignments: 15% In-Class Presentation (Sliddeck): 10% Pitch Competition Submission: 5% A: 90-100% B: 80-89.5% C: 70-79.5% D: 60-69.5% F: Below 59.5 There will be four (4) in-class exams. (4 exams @ 10% per exam = 40%) There will be thirty (30) in-class exercises. These exercises will be completed in-class, during class time, and will be turned into the instructor at the end of the class session. These in-class exercises cannot be made-up. (30 in-class exercises @ 1.0% per in-class exercise = 30%) There will be thirty (30) out-of-class assignments (OCAs). These assignments will require out of class notes on the topics contained within the chapter, will be completed individually by the student, will be turned into the instructor on the date indicated on the syllabus, will be <u>legibly hand written</u> , and will be limited to one single page front and back. Late work on these assignments will not be accepted. Emailed versions of these assignments will not be accepted. Students need to turn these assignments at the beginning of the class session and must remain in the classroom until dismissal to receive <u>full credit</u> . (30 out-of-class assignments @ 0.50% per out of class assignment = 15%) There will be one (1) in-class presentation. This presentation will be based on the out-of-class assignments and in-class exercises that are completed from the course supplemental textbook Dear Mr. A. (aka The Next Level Entrepreneur) (1 presentation @ 10% per presentation = 10%) There will be one (1) pitch competition submission. This submission will be based on the out-of-class assignments and in-class exercises that are completed from the course supplemental textbook Dear Mr. A. (aka The Next Level Entrepreneur) (1 pitch competition submission @ 5% per submission = 5%)
Make-Up Tests	Make-up tests will not be offered to students. Please ensure your attendance on the noted test days.
Attendance Policy	Students are required to attend class regularly. You must attend the class sessions, complete your in-class exercises, turn in your out-of-class assignments, and learn the material required for the exams. Please note <u>there is no way to make up a missed class session</u> . **Students missing more than five (5) class sessions will be dropped from the course.**
UNM-Valencia Vision	“Excellence in teaching, learning, and service to our community”
UNM Computer Lab Responsibility Statement	Use of computer labs on UNM properties is governed by “Policy 2500: Acceptable Computer Use” which can be found at http://policy.unm.edu/university-policies/2000/2500.html . Food and drink are also prohibited in any computer lab on campus. Anyone violating these policies is subject to possible suspension and loss of computer lab privileges
UNM Academic Dishonesty Policy	Having academic integrity is paramount to your success in any class. Plagiarism or cheating is not tolerated. Any instance of this will result in a grade of zero for that assignment. The link to the UNM Academic Dishonesty Policy: https://policy.unm.edu/regents-policies/section-4/4-8.html . The policy states: “Each student is expected to maintain the highest standards of honesty and integrity in academic and professional matters. Academic Dishonesty includes, but is not limited to, dishonesty in quizzes, tests, or assignments; claiming credit for work not done or done by others; hindering the academic work of other students. 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.”
UNM Title IX Statement	In an effort to meet obligations under Title IX: UNM faculty, Teaching Assistants, and Graduate Assistants are considered “responsible employees” by the Department of Education (see pg. 15 - http://www2.ed.gov/about/offices/list/ocr/docs/ga-201404-title-ix.pdf). This designation requires that any report of gender discrimination which includes sexual harassment, sexual misconduct and sexual violence made to a faculty member, TA, or GA must be reported to the Title IX Coordinator at the Office of Equal Opportunity (oeo.unm.edu). For more information on the campus policy regarding sexual misconduct, see: https://policy.unm.edu/university-policies/2000/2740.html
UNM Students with Disabilities Statement	If you have a documented disability, the Equal Access Services office will provide me with a letter outlining your accommodations. I will then discuss the accommodations with you to determine the best learning environment. If you feel that you need accommodations, but have not documented your disability, please contact Stacie Kirtley, the coordinator for Equal Access Services at 925-8560 or skirtley@unm.edu .

Day	Date	Topic Covered	In-Class Exercise ICE#	Out-of-Class Assignment OCA#	OCA Description
Tuesday	21-Jan	Course Introduction (Syllabus/Handouts/Student Information Sheet)	1	1	Course Introduction Notes
Thursday	23-Jan	>> Online - Dear Mr. A (DMA) - Session 1	2	2	DMA Drafts of Exercises (1-8)
Tuesday	28-Jan	Dear Mr. A (DMA) - Session 2 **[NOTE: No In-Person Class if YES to Field Trip]**	3	3	DMA Drafts of Exercises (9-16)
Thursday	30-Jan	FIELD TRIP - Lobo Rainforest - Seminar - The Next Level Navigator™	4	4	DMA Final Version of Exercises (ALL 16)
Tuesday	4-Feb	Overview of Chapter 1 (What is this Thing Called Entrepreneurship) & 2 (What is Being Successful: Well it all Depends)	5	5	Chapter 1 (Frontside) & Chapter 2 (Backside)
Thursday	6-Feb	>> Online - Chapter 3 (Getting a Good Idea and Making it Work)	6	6	Chapter 3 Notes
Tuesday	11-Feb	Overview of Chapter 3 & 4 (The Basics about Marketing You Have to Know) & 5	7	7	Chapter 4 Notes
Thursday	13-Feb	>> Online - Chapter 5 (It's all about Building a Better Mousetrap: Product, Service, and Development)	8	8	Chapter 5 Notes
Tuesday	18-Feb	TEST #1 (Chapters 1, 2, 3, 4, 5, and Lecture)	9	9	Test #1 Study Guide (Looking Forward)
Thursday	20-Feb	>> Online - Test #1 Debriefing	10	10	Test #1 Debriefing Notes (Looking Back)
Tuesday	25-Feb	Overview of Test #1 and Chapter 6 (Finding Team Members and Building an Entrepreneurial Organization)	11	11	Chapter 6 Notes
Thursday	27-Feb	>> Online - Chapter 7 (Everything You Really Need to Know about Entrepreneurial Finance)	12	12	Chapter 7 Notes
Tuesday	3-Mar	Overview of Chapter 7 & 8 (How to Grow or Not to Grow Your Venture: The Management Challenge) & 9	13	13	Chapter 8 Notes
Thursday	5-Mar	>> Online - Chapter 9 (Planning: Should You, When Do You, and How Do You)	14	14	Chapter 9 Notes
Tuesday	10-Mar	TEST #2 (Chapters 6, 7, 8, 9, and Lecture)	15	15	Test #2 Study Guide (Looking Forward)
Thursday	12-Mar	>> Online Test #2 Debriefing	16	16	Test #2 Debriefing Notes (Looking Back)
Tuesday	17-Mar	SPRING BREAK 2020 - NO CLASSES	None	None	None
Thursday	19-Mar	SPRING BREAK 2020 - NO CLASSES	None	None	None
Tuesday	24-Mar	Overview of Test #2 and Handout #1 (What if what you do for a living is what you are meant to do with your life)	17	17	Handout #1 Notes
Thursday	26-Mar	>> Online - Handout #2 (Engaging in Arbitrage - Buying Low and Selling High)	18	18	Handout #2 Notes
Tuesday	31-Mar	Overview of Handout #2 & #3 (Entrepreneurial Bricolage - What It Is and How You Can Use It) & #4	19	19	Handout #3 Notes
Thursday	2-Apr	>> Online - Handout #4 (Comparison - Textbook versus Real-Life Characteristics of an Entrepreneur)	20	20	Handout #4 Notes
Tuesday	7-Apr	TEST #3 (Handout #1, #2, #3, #4, and Lecture)	21	21	Test #3 Study Guide (Looking Forward)
Thursday	9-Apr	>> Online - Test #3 Debriefing **[NOTE: Submit 90-Second Video for Pitch Competition]**	22	22	Test #3 Debriefing Notes (Looking Back)
Tuesday	14-Apr	Overview of Test #3 and Handout #5 (Identifying Opportunities and Conducting Needs Analysis)	23	23	Handout #5 Notes
Thursday	16-Apr	>> Online - Handout #6 (Developing a Value Proposition and Determining Market Fit)	24	24	Handout #6 Notes
Tuesday	21-Apr	Pitching Ideas In-Class Session **[NOTE: No In-Person Class if YES to Pitch Competition]**	25	25	Pitch Competition Notes
Thursday	23-Apr	>> Online - Handout #7 (Identifying Availability of Resources)	26	26	Handout #7 Notes
Tuesday	28-Apr	Overview of Handout #6 & #7 & #8 (Developing and Appropriate Business Model) & #9	27	27	Handout #8 Notes
Thursday	30-Apr	>> Online - Handout #9 (Finalizing "The Next Level Navigator™" & "Sliddeck")	28	28	Handout #9 Notes
Tuesday	5-May	12-Minute Sliddeck Presentation (Teams of 3, Combo DMA, Startup Emphasis)	29	29	Sliddeck Items
Thursday	7-May	>>Online - Test 4 Review	30	30	Test #4 Study Guide (Looking Forward)
Tuesday	12-May	FINALS WEEK 2020 - NO CLASS	None	None	None
Thursday	14-May	TEST #4 (Handout #5, #6, #7, #8, #8, #9)	None	None	None