



TEXAS A&M UNIVERSITY  
**SAN ANTONIO**

**MGMT 3370-900 Introduction to Entrepreneurship**

**Exploring the World of the Entrepreneur, Fall 2025**

Department of Management and Marketing, College of Business

**Course Syllabus**

**Class Modality:** Online Asynchronous

**Class Duration:** 8/25/2025-12/12/2025

**Instructor Contact Information:** Stephanie Black, Ph.D.

**Office phone:** 210-784-2555

**Office:** 341M BLH Building

**E-mail:** sblack@tamusa.edu

**Student Hours: M-F 8-5:00 by appointment virtually**

Monday–Friday, 10:00 AM–4:00 PM (in person or virtually, by appointment).

If these hours are not convenient, please let me know, and I will do my best to accommodate you. To ensure a dedicated time slot, please make an appointment.

I also welcome students to schedule a personal chat—not just for class-related questions, but also so I can get to know you better and support your academic and career goals.

**Course Website:** <https://tamusa.blackboard.com/>

**Refer to Blackboard throughout the semester for announcements and messages. If you have questions you may email me. If I do not get a response within 24 hours then please resend me a notification.**

**Catalog Course Description:**

MGMT 3370. This course will introduce students to the concepts and practices associated with the world of the entrepreneur. The course will focus on exploring the field of entrepreneurship, who is an entrepreneur, what is the entrepreneurial mindset, what is the role of creativity and innovation in business organizations, and what are the basic components to start a business venture. Topics include methods to generate creative ideas, opportunity recognition, and applying innovation process models to turn ideas into commercially viable products/services and innovation at the industry level. Course objectives are met through classroom discussion and applied exercises.

TSI Restrictions(s): Reading, Writing, and Math.

Restrictions: Graduate level students may not enroll.

**Student Learning Outcomes:**

After successful completion of this course, students will be able to:

1. Identify Entrepreneurial Opportunities-students will be able to recognize and evaluate entrepreneurial opportunities within different industries.
2. Business Model Creation-students will develop skills to create and articulate a business

- model for a new venture.
3. **Market Research & Analysis**-students will conduct market research to analyze consumer needs, market trends, and competitive landscapes.
  4. **Financial Literacy**-students will gain a solid understanding of financial concepts related to entrepreneurship.
  5. **Risk Assessment & Management**-students will learn to assess and manage risks associated with entrepreneurship, considering both internal and external factors.
  6. **Pitching & Communication Skills**-students will develop effective communication and presentation skills for pitching their business ideas to potential investors, partners, and stakeholders.
  7. **Legal & Ethical Considerations**- students will understand the legal and ethical considerations involved in starting and operating a business, including intellectual property, contracts, and social responsibility.
  8. **Innovation & Creativity**-students will foster innovative thinking and creative problem-solving skills essential for entrepreneurship.
  9. **Global Perspective**-students will gain a global perspective on entrepreneurship, understanding how cultural, economic, and regulatory differences impact business strategies.

### **Methods of Accomplishing Objectives:**

This course will employ a variety of teaching methods to ensure a comprehensive understanding of the material, including:

- **Lectures:** To cover principal concepts from the text and readings.
- **Assignments & Case Studies**-To apply theoretical knowledge to real-world scenarios.
- **Group Projects:** To foster collaboration and practical application of concepts.
- **Discussions:** To deepen understanding through dialogue and exchange of ideas.
- **Exam**-to reinforce and assess your knowledge

### **Class Structure and Expectations:**

The structure of this class and the nature of the topics encourage active student participation and discussion. For online sections, the discussion will be online. All students are expected to participate in this class. Moreover, you will need to collaborate with your team members on projects.

- **Time Commitment:** This is a hybrid asynchronous course, and the class is structured so that each module represents the equivalent of two classes. Expect to spend 4-8 hours per week per module, which is the amount typically expected to succeed in a 3-credit hour college class. Some students may need to spend more time in order to absorb the material so make sure you set aside enough

time to review the material in advance, listen and or read the lectures, powerpoints, videos, etc. in order to complete the assignments.

- You are expected to complete materials during the scheduled week based on the due dates—if you fall behind and do not allocate enough time to complete your work, it is difficult to catch up. Your success in this course is based on how much effort you apply to completing the work.

### Assessment:

Your understanding of the course materials will be evaluated through various methods, including discussions, assignments, quizzes, and other activities. You will be expected to:

- Develop a thorough understanding of the material.
- Evaluate and analyze the concepts critically.
- Apply the knowledge in practical, real-world situations.

**\*It is also always important to review blackboard postings to receive course announcements and changes.**

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### Required Materials:

Textbook: *Entrepreneurship: Successfully Launching New Ventures*, 7th Edition by Barringer and Ireland. ISBN-13: 9780138287696. You will need to get the mylab with the textbook.



- Blackboard: Connect to <http://tamusa.blackboard.com>. All class communications will be through Blackboard and students should monitor this several times a day.

### Other Recommended / Reading Materials:

Additional reading materials are available through the Library online databases. Recommended materials include: The Wall Street Journal, the Financial Times (London), The San Antonio Business Journal and The Economist.

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### Course Requirements every student must fulfill in order to succeed in course:

1. Students should check the Course Calendar, Announcements, and Messages (e-mail) systems in Blackboard on a regular basis.
2. Students should keep current with all course assignments, discussions, cases, exams, etc.
3. Students should ask questions and communicate with the instructor either online or off-line.

4. Students should remember that hybrid and hyflex courses assume greater responsibility by the student for their own learning outcomes.
5. All students must participate on a team in order to pass the course.

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### Grading Policy:

The final course grade will be based on your performance on the quizzes, assignments, and class participation using the following weights:

	Weighting
• 2 (exams)	20%
• Assignments, Cases, & Discussions	65%
• Team Activities	<u>15%</u>
<b>Total</b>	<b>100%</b>

The final letter grades will be assigned as follows: Above 90%  $\Rightarrow$  A; 80 – 89%  $\Rightarrow$  B; 70 – 79%  $\Rightarrow$  C; 60 – 69%  $\Rightarrow$  D; Below 60%  $\Rightarrow$  F.

### Make up and Late Assignment/exam/quiz policy:

As a general rule, make-ups or late submissions will not be offered or accepted for any missed assignments. Late submissions or make-ups may be accepted/administered only in extra-ordinary circumstances such as an excused official university activity, a severe illness, or a dire emergency. However, you must provide comprehensive documentation either before or within a few days of the missed assignment. When late submissions are accepted, they will be graded at an 80% value to the original points available.

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### Class Conduct and Civility Code:

Everyone in class is expected to follow all rules in the student handbook, as well as common courtesy during classroom lectures and discussions in class and online, including the following:

1. As this is an asynchronous course, I will not be taking attendance, but you are expected to participate online in discussion and through various activities.
2. It is the students' responsibility to obtain and be able to use the required materials and software for this class.
3. Student must retain copies of all assignments and graded work for verification purposes. Keep copies of all computer files and e-mails.
4. For any questions about the quizzes and assignments, a student should contact the instructor, before the day they are due, so the instructor may have enough time to provide feedback.
5. All communications will be via e-mail communications to the Texas A&M University e-mail account, and students are expected to use their school provided email account. The instructor will reply to a student e-mail messages and voice messages within 48 hours during weekdays (Monday-Friday).
6. All assignment submissions must be uploaded to Blackboard by the due date.
7. The use of ChatGPT or other AI applications is forbidden unless assigned to use it specifically for a class activity.

Anyone violating these policies may be subject to disciplinary actions.

### **Class Attendance and Participation:**

This is an asynchronous and, as such does not meet in person. The course is intensive and challenging, and you are expected to master the materials presented in class. The structure of the class makes your individual study and preparation outside of class extremely important. Reading the assigned chapter(s) and having some familiarity with them before class will be very useful for understanding lectures.

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## **IMPORTANT POLICIES AND RESOURCES**

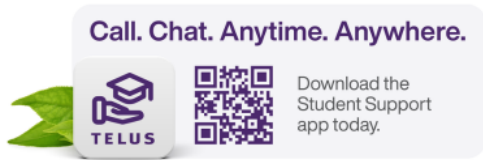
**Academic Accommodations for Individuals with Disabilities:** Texas A&M University-San Antonio is committed to providing all students with reasonable access to learning opportunities and accommodations in accordance with The Americans with Disabilities Act, as amended, and Section 504 of the Rehabilitation Act. If you experience barriers to your education due to a disability or think you may have a disability, Disability Support Services is located in the Central Academic Building, Suite 210. You can also contact us via phone at (210) 784-1335, visit us <https://www.tamusa.edu/Disability-Support-Services/index.html> or email us at [dss@tamusa.edu](mailto:dss@tamusa.edu). Disabilities may include, but are not limited to, attentional, learning, mental health, sensory, physical, or chronic health conditions. All students are encouraged to discuss their disability-related needs with Disability Support Services as soon as possible.

**Academic Learning Center:** The Academic Learning Center provides free course-based tutoring to all currently enrolled students at Texas A&M University-San Antonio. Students wishing to work with a tutor can make appointments through the Brainfuse online tutoring platform. Brainfuse can be accessed in the Tools section of Blackboard. You can contact the Academic Learning Center by emailing [tutoring@tamusa.edu](mailto:tutoring@tamusa.edu), calling (210) 784-1307, or visiting the Central Academic Building, room 202.

**Counseling/Mental Health Resources:** As a college student, there may be times when personal stressors interfere with your academic performance and negatively impact your daily functioning. If you are experiencing emotional difficulties or mental health concerns, support is available to you through the Student Counseling Center (SCC). To schedule an appointment, call 210-784-1331 or visit Madla 120. All mental health services provided by the SCC are free and confidential (as the law allows). The Student Counseling Center provides brief individual and group therapy, crisis intervention, consultation, case management, and prevention services. For more information on SCC services visit <http://tamusa.edu/studentcounseling>

**Crisis support is available 24/7 by calling the SCC at 210-784-1331.**

Additionally, the TELUS Student Support App provides a variety of mental health resources to including support for in the moment distress, an anonymous peer-to-peer support network, mental health screenings, podcasts, and articles to improve your mental wellbeing.



**Emergency Preparedness:** JagE Alert is Texas A&M University-San Antonio's mass notification. In the event of an emergency, such as inclement weather, students, staff and faculty, who are registered, will have the option to receive a text message, email with instructions and updates. To register or update your information visit: <https://tamusa.bbcportal.com/>.

More information about Emergency Operations Plan and the Emergency Action Plan can be found here: <https://www.tamusa.edu/about-us/emergency-management/>.

Download the SafeZone App (<https://safezoneapp.com/>) for emergencies or call (210) 784-1911. Non-Emergency (210) 784-1900.

**Financial Aid and Verification of Attendance:** According to the following federal regulation, 34 CFR 668.21: U.S. Department of Education (DoE) Title IV regulation, a student can only receive Title IV funds based on Title IV eligibility criteria which include class attendance. If Title IV funds are disbursed to ineligible students (including students who fail to begin attendance), the institution must return these funds to the U.S. DoE within 30 days of becoming aware that the student will not or has not begun attendance. Faculty will provide the Office of Financial Aid with an electronic notification if a student has not attended the first week of class. Any student receiving federal financial aid who does not attend the first week of class will have their aid terminated and returned to the DoE. Please note that any student who stops attending at any time during the semester may also need to return a portion of their federal aid.

**Writing, Language, and Digital Composing Center:** The Writing, Language, and Digital Composing Center supports graduate and undergraduate students in all three colleges as well as faculty and staff. Tutors work with students to develop reading skills, prepare oral presentations, and plan, draft, and revise their written assignments. Our language tutors support students enrolled in Spanish courses and students composing in Spanish for any assignment. Our digital studio tutors support students working on digital projects such as eportfolios, class presentations, or other digital multimedia projects. Students can schedule appointments through JagWire under the Student Services tab. Click on "Writing, Language, and Digital Composing Center" to make your appointment. The Center offers face-to-face, synchronous online, and asynchronous digital appointments. More information about what services we offer, how to make an appointment, and how to access your appointment can be found on our website at <https://www.tamusa.edu/academics/>.

**Meeting Basic Needs:** Any student who has difficulty affording groceries or accessing sufficient food to eat every day or who lacks a safe and stable place to live, and believes this may affect their performance in the course, is urged to submit a CARE referral (<https://www.tamusa.edu/university-policies/Student-Rights-and-Responsibilities/file-a-report.html>) for support. Furthermore, please notify the professor if you are comfortable in doing so. This will enable them to direct you to available resources.



**Military Affairs:** Veterans and active-duty military personnel are welcomed and encouraged to visit the Office of Military Affairs for any question involving federal or state VA Education Benefits. Visit the Patriots' Casa building, room 202, or to contact the Office of Military Affairs with any questions at [military.va@tamusa.edu](mailto:military.va@tamusa.edu) or (210)784-1397.

**Religious Observances:** Texas A&M University-San Antonio recognizes the diversity of faiths represented among the campus community and protects the rights of students, faculty, and staff to observe religious holidays according to their tradition. Under the policy, students are provided an opportunity to make up any examination, study, or course work requirements that may be missed due to a religious observance provided they notify their instructors before the end of the second week of classes for regular session classes.

**Statement of Harassment and Discrimination:** Texas A&M University-San Antonio is committed to the fundamental principles of academic freedom, equal opportunity, and human dignity. To fulfill its multiple missions as an institution of higher learning, A&M-San Antonio encourages a climate that values and nurtures collegiality and the uniqueness of the individual within our state, nation, and world. All decisions and actions involving students and employees should be based on applicable law and individual merit. Texas A&M University-San Antonio, in accordance with applicable federal and state law, prohibits discrimination, including harassment, on the basis of race, color, sex, religion, national origin, age, disability, genetic information, veteran status, sexual orientation, gender identity, gender expression, or pregnancy/parenting status. Individuals who believe they have experienced harassment or discrimination prohibited by this statement are encouraged to contact the appropriate offices within their respective units.

Texas A&M University-San Antonio faculty are committed to providing a safe learning environment for all students and for the university as a whole. If you have experienced any form of sex- or gender-based discrimination or harassment, including sexual assault, sexual harassment, domestic or dating violence, or stalking, know that help and support are available. A&M-San Antonio's Title IX Coordinator can support those impacted by such conduct in navigating campus life, accessing health and counseling services, providing academic and housing accommodations, and more. The university strongly encourages all students to report any such incidents to the Title IX Coordinator. Please be aware that all A&M-San Antonio employees (other than those designated as confidential resources such as counselors and trained victim advocates) are required to report information about such discrimination and harassment to the university. This means that if you tell a faculty member about a situation of sexual harassment, sexual violence, or other related misconduct, the faculty member must share that information with the university's Title IX Coordinator ([titleix@tamusa.edu](mailto:titleix@tamusa.edu), 210-784-2061, CAB 439K). If you wish to speak to a confidential employee who does not have this reporting requirement, you can contact the Student Counseling Center at (210) 784-1331 or visit them in Madla 120.

**Pregnant/Parenting Students:** Texas A&M-San Antonio does not require a pregnant or parenting student, solely because of that status or issues related to that status, to (1) take a leave of absence or withdraw from their degree or certificate program; (2) limit the student's studies; (3) participate in an alternative program; (4) change the student's major, degree, or certificate program; or (5) refrain from joining or cease participating in any course, activity, or program at the University. The university will provide such reasonable accommodations to pregnant students as would be provided to a student with a

temporary medical condition that are related to the health and safety of the student and the student's unborn child. These could include maintaining a safe distance from substances, areas, and activities known to be hazardous to pregnant individuals and their unborn child; excused absences because of illness or medical appointments; modified due dates for assignments; rescheduled tests/exams; taking a leave of absence; and being provided access to instructional materials and video recordings of lectures for excused absences, if these would be provided to any other student with an excused absence. Pregnant/parenting students are encouraged to contact the Title IX Coordinator with any questions or concerns related to their status ([titleix@tamusa.edu](mailto:titleix@tamusa.edu); 210-784-2061; CAB 439K). Texas A&M-San Antonio has also designated the Title IX Coordinator as the liaison officer for current or incoming students who are the parent or guardian of a child younger than 18 years of age. The Title IX Coordinator can provide students with information regarding support services and other resources.

**Young Jaguars:** can support parenting students with daycare who meet this criteria: Must be enrolled in classes at TAMUSA in the current semester. Must be Pell eligible or a single parent. They serve children ages 3 to 12-years-old. Children must be enrolled in Pre-K-3 through 6th grade  
[youngjaguars@tamusa.edu](mailto:youngjaguars@tamusa.edu) (210) 784-2636.

**Students' Rights and Responsibilities:** The following statement of students' rights and responsibilities is intended to reflect the philosophical base upon which University Student Rules are built. This philosophy acknowledges the existence of both rights and responsibilities, which is inherent to an individual not only as a student at Texas A&M University-San Antonio but also as a citizen of this country.

#### ***Students' Rights***

1. A student shall have the right to participate in a free exchange of ideas, and there shall be no University rule or administrative rule that in any way abridges the rights of freedom of speech, expression, petition and peaceful assembly as set forth in the U.S. Constitution.
2. Each student shall have the right to participate in all areas and activities of the University, free from any form of discrimination, including harassment, on the basis of race, color, national or ethnic origin, religion, sex, disability, age, sexual orientation, gender identity, gender expression, and pregnancy/parenting or veteran status in accordance with applicable federal and state laws.
3. A student has the right to personal privacy except as otherwise provided by law, and this will be observed by students and University authorities alike.
4. Each student subject to disciplinary action arising from violations of university student rules shall be assured a fundamentally fair process.

#### ***Students' Responsibilities***

1. A student has the responsibility to respect the rights and property of others, including other students, the faculty, and administration.
2. A student has the responsibility to be fully acquainted with the published University Student Rules found in the Student Handbook, [Student Code of Conduct](#), on our website, and University Catalog, and to comply with them, as well as with federal, state, and local laws.
3. A student has the responsibility to recognize that student actions reflect upon the individuals involved and upon the entire University community.



4. A student has the responsibility to recognize the University's obligation to provide a safe environment for learning.
5. A student has the responsibility to check their university email for any updates or official university notifications.

We expect that students will behave in a manner that is dignified, respectful, and courteous to all people, regardless of sex, ethnic/racial origin, religious background, sexual orientation, or disability. Conduct that infringes on the rights of another individual will not be tolerated.

Students are expected to exhibit a high level of honesty and integrity in their pursuit of higher education. Students engaging in an act that violates the standards of academic integrity will find themselves facing academic and/or disciplinary sanctions. Academic misconduct is any act, or attempt, which gives an unfair advantage to the student. Additionally, any behavior specifically prohibited by a faculty member in the course syllabus or class discussion may be considered as academic misconduct. For more information on academic misconduct policies and procedures please review the Student Code of Conduct (<https://www.tamusa.edu/university-policies/student-rights-and-responsibilities/documents/Student-Handbook-2022-23.pdf>) or visit the resources available in the OSRR website (<https://www.tamusa.edu/university-policies/student-rights-and-responsibilities/academic-integrity.html>)

### **Use of Generative AI Permitted Under Some Circumstances or With Explicit Permission**

There are situations and contexts within this course where you may be asked to use artificial intelligence (AI) tools to explore how they can be used. Outside of those circumstances, you should not use AI tools to generate content (text, video, audio, images) that will end up in any student work (assignments, activities, discussion responses, etc.) that is part of your evaluation in this course. Any student work submitted using AI tools should clearly indicate with attribution what work is the student's work and what part is generated by the AI. In such cases, no more than 25% of the student work should be generated by AI. To adhere to our scholarly values, students must cite any AI-generated material that informed their work (this includes in-text citations and/or use of quotations, and in your reference list). If any part of this is confusing or uncertain, students should reach out to their instructor for clarification before submitting work for grading. Use of AI-generated content without the instructor's permission and/or proper attribution in this course qualifies as academic dishonesty and violates Texas A&M-San Antonio's standards of academic integrity.

### **Important Dates: Fall 2025 Regular 16-Week Session**

August 25	First day of class
September 1	Labor Day Holiday – No classes
September 10	Census Date
November 14	Last day to drop with an automatic "W"
November 25	Last day to withdraw from the University
November 26	Study Day – No classes
November 27-29	Thanksgiving Holiday – No classes
December 4	Last day of classes
December 5	Study Day – No classes
December 6-12	Final exams
December 16	Commencement

The complete academic calendar is available online: <https://www.tamusa.edu/academics/academic-calendar/index.html>

### ***Tentative Class Schedule MGMT 3370- Fall 2025***

The provisions and information set forth in the schedule below are intended to be informational and not contractual in nature. The instructor reserves the right to amend, alter, change, delete or modify the provisions of the schedule.

<b>Week</b>	<b>Module</b>	<b>Topic-Lecture</b>	<b>Activity</b>
Week 1- Aug 25	Module 1	Introduction to Entrepreneurship	<ul style="list-style-type: none"> <li>• Read Chapter 1 Introduction to Entrepreneurship</li> <li>• Read articles: Small Business Statistics 2024, Who Owns America's Businesses</li> <li>• <b>Student Activity-Pitch Yourself</b></li> <li>• Watch video: 4 Types Of Entrepreneurs And Their Dark Sides</li> <li>• Reflection Assignment: Understanding Your Type</li> </ul>
Week 2- Sept 1	Module 2	Business Ownership Options	<p>Read Chapter 15 Franchising</p> <ul style="list-style-type: none"> <li>• Watch Videos: <ul style="list-style-type: none"> <li>○ What is a franchise"</li> <li>○ Watch "Buy franchise"</li> </ul> </li> <li>• Exploring Small Business Assignment</li> <li>• Team Selection Assignment</li> </ul>
Week 3- Sept 8	Module 3	Developing Successful Business Ideas	<ul style="list-style-type: none"> <li>• Read Chapter 2 Developing Successful Business Ideas</li> <li>• Watch Video: <ul style="list-style-type: none"> <li>○ How to Cultivate an Entrepreneurial Mindset</li> </ul> </li> <li>• Read Article Entrepreneurial Mindset</li> <li>• Entrepreneurial Mindset Assignment</li> <li>• Watch video: <ul style="list-style-type: none"> <li>○ How to identify your next best opportunity</li> </ul> </li> <li>• Identifying the Opportunity &amp; Value Proposition Canvas (VPC) Assignment</li> </ul>

Week 4 Sept 15th	Module 4	Feasibility Analysis	<ul style="list-style-type: none"> <li>• Read Chapter 3 Feasibility Analysis</li> <li>• Watch video: The value Proposition canvas</li> <li>• Submit Opportunity and Value Proposition Canvas Assignment</li> <li>• Watch Video: Slingshot</li> <li>• <b>Discussion Slingshot</b></li> </ul>
Week 5 Sept 22nd	Module 5	Industry and Competitor Analysis	<ul style="list-style-type: none"> <li>• Read Chapter: 5 Industry and Competitor Analysis</li> <li>• SWOT analysis on your business idea</li> <li>• Watch Video: Best Advice to Small Business Owners</li> </ul>
Week 6 Sept 29th	Module 6	Developing an Effective Business Model	<ul style="list-style-type: none"> <li>• Read Chapter 4 Developing an effective business model</li> <li>• Watch videos: <ul style="list-style-type: none"> <li>○ The Art of Innovation</li> </ul> </li> <li>• <b>Art of Innovation Discussion</b></li> <li>○ Business Model Canvas</li> <li>• <b>Business Model Canvas Team Activity</b></li> </ul>
Week 7 Oct 6th	Module 7	Assessing a New Venture's Strength & Viability	<ul style="list-style-type: none"> <li>• Read Chapter 8 Assessing a New Venture's Strength &amp; Viability</li> <li>• Watch Videos: <ul style="list-style-type: none"> <li>○ feasibility video</li> </ul> </li> <li>• Read article on Feasibility</li> <li>• Assessing the Strength of Your Business Assignment</li> <li>• Ice Cream Truck Activity</li> <li>• <b>Exam Modules 1-7</b></li> </ul>
Week 8 Oct 20th	Module 8	Creative Marketing & Design Thinking	<p>Read Chapters: 11 Unique Marketing Issues Go-to-market plan</p> <ul style="list-style-type: none"> <li>• Watch videos: <ul style="list-style-type: none"> <li>○ “creating a marketing plan”</li> <li>○ “tips on marketing &amp; branding”</li> <li>○ “Social media tips for running a small business”</li> </ul> </li> <li>• Assignment: Customer Persona &amp; Customer Discovery (Marketing + Design Thinking)</li> <li>• <b>Marketing Discussion</b></li> </ul>

			<ul style="list-style-type: none"> <li>• Razor War Assignment</li> </ul>
Week 9 Oct 20th	Module 9	Funding Your Business	<ul style="list-style-type: none"> <li>• Read Chapter 10 Getting Financing or Funding</li> <li>• Watch videos: <ul style="list-style-type: none"> <li>○ 6 Things Private Equity Firms Do After They Buy Your Business</li> <li>○ Financing the small business</li> </ul> </li> <li>• Read Forbes Business Loan Article</li> <li>• Financing Assignment</li> <li>• Shark Tank Activity 1 Individual Assignment</li> </ul>
Week 10 Oct 27th	Module 10	Building a New-Venture Team and Creating a Structure for Growth & Sustainability	<ul style="list-style-type: none"> <li>• Read Chapter 9 Building a New-Venture Team</li> <li>• Watch videos: <ul style="list-style-type: none"> <li>○ “Hiring Your First Employee as An Entrepreneur”</li> <li>○ Building Your Dream team</li> <li>○ Igniting creativity”</li> </ul> </li> <li>• Discussion on Creativity</li> <li>• Human Resource Strategy for a Growing Startup Assignment</li> </ul>
Week 11 Nov 3rd	Module 11	Preparing the Proper Ethical and Legal Foundation, CSR	<ul style="list-style-type: none"> <li>• Read Chapter 7 Preparing the Proper Ethical and Legal Foundation</li> <li>• Case Study Thistle Farms</li> </ul>
Week 12 Nov 10th	Module 12	The Importance of Intellectual property	<ul style="list-style-type: none"> <li>• Read Chapter 12 The Importance of Intellectual property</li> <li>• Watch video: <ul style="list-style-type: none"> <li>○ How to Patent an Idea</li> </ul> </li> <li>• Case Study The Importance of Intellectual Property &amp; Risk Management</li> </ul>
Week 13 Nov 17th	Module 13	Preparing for and Evaluating the Challenges of Growth, Strategies for Growth	<ul style="list-style-type: none"> <li>• Read Chapter 13&amp;14 Preparing for and Evaluating the Challenges of Growth</li> <li>• Watch videos: <ul style="list-style-type: none"> <li>○ Grow Your Business</li> <li>○ Scaling Your Business: Choosing a Growth Strategy</li> </ul> </li> <li>• Case Study Growth at Viva Smoothic Co.</li> </ul>

Week 14 Nov 24th	Module 14	Managing Risk	<ul style="list-style-type: none"> <li>• Chapter 23 from another text. Listen to lecture-no reading</li> <li>• Watch Risk Management videos:</li> <li>• Discussion Planning for the Unknown</li> <li>• Assignment-Growing and Safeguarding Your New Business</li> <li>• Exam Modules 8-14</li> </ul>
Week 15 Dec 1st	Module 15	Wrap Up	<ul style="list-style-type: none"> <li>• Shark Tank Activity 2 Pitch Your Idea Due Dec 4th</li> <li>• Individual Peer Evaluation Due Dec 4th</li> <li>• Pitch Discussion Due 7th</li> <li>• Vote best Pitch Due Dec 7<sup>th</sup></li> <li>• Course reflection paper: “What I learned about entrepreneurship” Due Dec 7th</li> </ul>
Week 16 Dec 7th		Final Exams Dec 7-12	

**Activities are color coded:**

\*Black-Blackboard activities

\*Orange-Discussion in Blackboard

\*Red-Quizzes

\*Green-Team activities