



FALL 2014

MGT 324 – NEW VENTURE STRATEGIES

[3 credit hours]

Instructor Information

Instructor:	Linda Shul, MBA
E-Mail:	Ishul@unm.edu (use only when online systems are not functioning)
Phone:	224-4000 x 50021
Fax:	277-7108
Office:	ASM conference area; or in classroom ASM 1070
Office Hours:	Face-to-Face: Monday/Wednesday 3:45-4:00 p.m. and 6:30-7:30 p.m. By Appt. (In Office or Online or by Phone) Online uses Web Conference Link
Course Project Assistant:	Caitlin “Katie” Donnelly
Preferred Method of Contact:	Learn email

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Instructor Response Time

Communication

I routinely check Blackboard for postings or emails, Monday (8 am) – Friday (12 pm) and sometimes on the weekend. You can anticipate a 24 to 48 hour response from me, Monday – Thursday. I will try and respond to all weekend (Friday afternoon to Sunday) emails and postings by noon on Monday or earlier.

Grading

Graded assignments are routinely returned to students within one week or the second Monday after an assignment has been submitted for graded.

Course Evaluations

You will be asked to complete a Welcome Survey to supply demographic information, an anonymous mid-course evaluation and an anonymous final course evaluation online for this course.

This survey and evaluation will provide useful information to improve this course. If you have any questions or concerns, please ask the instructor.

Course Information

Course Description:

This course has been designed to examine strategies for effectively embarking on new business ventures. The course focuses on the many phases of entrepreneurship, from idea generation through the first sale. Students will begin thinking about and planning a new business start-up from the first day of class. The textbook includes the business plan writing software CD. It includes worksheets, templates, and example plans. Students will be responsible for reading the textbook chapters, taking chapter quizzes, reading weekly class notes and completing assignments. The final project is an individually prepared, professionally written business plan.

Course Objectives:

After completing this course, students will be able to:

1. Recognize viable venture opportunities;
2. Develop basic skills and knowledge to create an effective business plan for a new business;
3. Understand the various business entry strategies available to entrepreneurs;
4. Understand the skills needed and the means available to collect the market information about a new business venture;
5. Ability to develop a marketing plan;
6. Knowledge of the various sources of capital for new ventures and the critical skills needed to evaluate and select the most appropriate source for a specific venture;
7. Ability to read and use financial statements to develop a financial plan;
8. Ability to develop operating procedures;
9. Ability to create contingency plans and identify risks;
10. Ability to identify members of infrastructure and build a management team.

Prerequisites:

English 102 and Economics 106

Course Orientation:

All Orientation information can be found in Learn under the "Start Here" link on the Course Content Page.

Web Conferencing:

Web conferencing will be used in this course for meeting with the instructor and your group.

For the online sessions, you will need:

- *A USB headset with microphone. Quality entry models are widely available at BestBuy, Walmart or online.*

- *A high speed internet connection is highly recommended for these sessions. A wireless internet connection may be used if successfully tested for audio quality prior to web conferencing.*

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Textbooks and Supplementary Materials

Required Textbook:

Entrepreneurship and Small Business Management, by Steve Mariotti and Caroline Glackin, Second Edition, 2015, Prentice Hall.

Required Readings □ Students are responsible for reading articles from The Wall Street Journal that pertain to class topics. The print version of the WSJ is available in the periodicals section of Parish Library or you may purchase a discounted 15 week student subscription for yourself. Online, subscribe at: <http://student.wsj.com/info/2010/08/05/ordering-information/> (Make sure to check “15 weeks”)

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Technical Considerations

Required Technology:

In order to access your online courses students need to log on Learn. In addition, this course requires students to be able to open, use and read Word, Adobe pdf, and Excel files.

Online Courses Require:

- A high speed Internet connection is highly recommended.
- Supported browsers include: Internet Explorer, Firefox, and Safari. Detailed Supported Browsers and Operating Systems: <http://kb.blackboard.com/pages/viewpage.action?pageId=51413176>
- Check your browser configuration at: <https://vista.unm.edu/Learn/urw/lc4130011.tp0/browserchecker.doLearn?>

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 high speed Internet connection. Those using dial-up connections will experience longer page load times and much slower performance when accessing their online course. Many locations offer free high speed Internet access including [UNM's Computer Pods](#) or one of UNM's many [Statewide Centers](#).

For additional information: see <http://vista.unm.edu>.

For UNM Learn Technical Support: (505) 277-5757 (M-F 8am - 5pm) or learn@unm.edu

For Web Conference Technical Help: (505) 277-0857 or media@unm.edu

Course Expectations

Students should expect to spend at least 5 - 10 hours per week on this course. At a minimum, students should read the textbook, view the chapter objectives, summary, lecture outline, PowerPoint slides, complete the weekly assignment, take the chapter quiz and post your discussion board questions. Not scheduling regular and sufficient time each week to work on the class may result in falling behind, not receiving a passing grade (C or better), or not completing the course. There is no final exam for this course. As an alternative, a comprehensive (group) marketing plan will be required.

All announcements/changes/due dates will be posted in Blackboard Vista. It is the student's responsibility to check Blackboard Vista 3-4 times each week for **Instructor Assignments**, which can be posted under Assignments in Blackboard Vista Email, or on the Discussion Board under Instructor Postings. Announcements are important since they keep students informed of changes, helpful hints or exam information.

Collaboration: Collaborative work, such as studying or discussing course assignments and materials with other class members, is **highly encouraged** and can be facilitated by using the Blackboard Vista email or discussion area tools.

Copyright: All materials in this course fall under copyright laws and should not be downloaded, distributed, or used by students for any purposes outside of this course.

Privacy and Blackboard Vista Tracking Notice: Blackboard Vista or the course web site 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, discussion text, and posted discussion topics. This data is accessed by the instructor to evaluate class participation and to identify students having difficulty using Blackboard Vista features. In order for us to feel safe sharing our perspectives and experiences, there must always be a sense of respect, safety and trust. Any student found abusing this privilege may face academic disciplinary action.

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Assessment and Grading

Instructor Expectations:

Grading is not personal. It is only an imperfect evaluation of the relative merit of the work submitted. Grades cannot reflect effort, intuitive knowledge, or ability over and above that shown on the paper. **Students are advised to keep all graded assignments and exam score sheets that are returned to them until their course grade has been finalized.** In the unlikely event that an item has been recorded incorrectly in the instructor's grade book, students will need to refer to these papers to resolve any discrepancies.

Grading Scale: (No plus/minus)

A = 90-100%□

B = 80- 89%□

C = 70- 79%□

D = 60- 69%□

F = 59 and below

A grade of "D" or "F" is not acceptable for courses required for graduation. A grade of "D" or "F" dictates repeating the course.

A grade of "I" indicates that a student may complete required test or assignments within 10 school days of the beginning date of the following term and have the "I" removed from the transcript. Failure to convert an "I" grade to an "A, B, or C" grade dictates repeating the course.

NO LATE ASSIGNMENTS WILL BE ACCEPTED.

Learning Module Assignments and Discussion Board Participation	30%
Chapter Quizzes or Other Assessment*	30%
BP Presentation	10%
Business Plan	30%
Total	100%

Class Assignments: Assignments are found either within the Assignment or Discussion Board tool. All Assignments are listed on the Assignment Sheet in each Learning Module. Assignments have set due dates and no late assignments will be accepted.

Discussion Board: Students are graded on the content of their Discussion postings as well as the use of proper spelling, punctuation and grammar. Grades will include required peer reviews (5 per assignment).

Project: Each student will complete a semester project. The business plan must be completed individually. The task is to use the concepts, theory, and procedures discussed in class and described in the text to prepare a professional business plan. The Professor must approve the

business for the business plan. Guidelines, samples, and resources can be found in the Business Plan Module of the online class.

The business plan must be **double-spaced, Times New Roman font 10-12** or equivalent, and ***the final project due date will be posted in the class (see calendar tool)***. The format handed out and discussed in class must be used. Late papers will not be accepted. IT IS YOUR RESPONSIBILITY TO MAKE SURE that the professor has received your business plan via the online class email.

Additional information is posted in the Business Plan Learning module in Learn (see course homepage).

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Assignments and Participation

Tasks for each Module:

1. All the information you need for each week is found in the Learning Modules link on the Course Content (homepage) left margin. Each Module link includes:
 - a. An Assignment Sheet
 - b. Lecture/Classnotes for each chapter
 - c. Powerpoint slides for each chapter
 - d. Assessment/Quizzes for each chapter
 - e. Assignments (Assignment tool or Discussion Board tool)
2. Read the Assigned Chapter(s) for the module (see the Class Schedule and Assignment Sheet)
3. Review the Powerpoint slides for each chapter
4. View my videos which walk you through the major areas of each chapter
5. Review the Lecture notes / Classnotes
6. Complete the assigned activities
7. Take the chapter assessment/quiz
8. Continue to work on the final project

Class Participation:

This course is structured around class participation. Students are expected to participate in class discussions and to formulate their ideas on the basis of assigned readings, classroom discussions and their own work experience. Assignment credits are awarded for discussion board peer reviews. At least FIVE (5) peer reviews must be completed for each Discussion Board assignment.

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Inclement Weather, Course Interruptions and Scheduled Maintenance

Inclement Weather

In the event of inclement weather or school closures or delays which affect proctored exams (especially finals) or required face-to-face meetings, **faculty must note in the syllabus** how each of

these events will be handled. There are no proctored exams or face-to-face meetings in the class so inclement weather should not impact us.

In the event of an unexpected course interruption

If Learn or WileyPlus is down on the day an assignment or final project is due, email the instructor at shul@unm.edu and let me know the problem you are encountering. **If the instructor confirms that the system was down, the instructor will automatically extend the due date for 24 hours.**

Scheduled Maintenance

Learn has a daily scheduled maintenance window from 4:30 am – 5:30 am when Learn is not available. There is also a routine maintenance window every Saturday from 6:00 am – 12 noon which may be used for system maintenance. In addition, UNM IT may conduct general system maintenance that affects multiple systems on campus, including Learn. The general system maintenance window is on Sundays from 6:00 am – 12 noon. Announcements for the Saturday and Sunday maintenance windows are normally posted in Learn two weeks ahead of time to notify users of planned outages.

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Course Expectations & Ground Rules

Course Expectations:

- *time required (5-10 hrs per week)*
- *students are expected to learn how to navigate in Learn*
- *students are expected to communicate with one another in group projects*
- *students are expected to keep informed of course announcements*
- *students are expected to use the Learn course email to contact instructor for personal matters as opposed to emailing the instructor at their UNM email address (exception is when Learn is down)*
- *students are expected to keep instructor informed of class related problems, or problems that may prevent the student from full participation (send an email when you encounter problems so that the instructor knows you still have intentions of completing the course).*
- *students are expected to address technical problems immediately*
- *students are expected to observe course netiquette at all times*

Example of Netiquette Ground Rules:

- “In following with the UNM Student Handbook, all students will show respect to their fellow students and instructor when interacting in this course. Take Netiquette suggestions seriously. Flaming (personal insults or attacks) is considered a serious violation and will be dealt with promptly. Postings that do not reflect respect will be taken down immediately.”
- Respect Others’ Copyrights
- Don’t type in ALL CAPS

- Use proper grammar and spelling (type your postings in WORD first in order to use spell check then copy and paste into Learn)

Instructor Drop Policy Example:

The instructor may drop a student, if the student does not have any online activity **by the 1st Wednesday of the course**. The instructor may also drop a student during the semester, if a student fails or misses assignments or an exam and does not contact the instructor within one week of the failed/ missed assignment or exam.

This course falls under all UNM policies for the last day to drop courses, etc. Please see <http://www.unm.edu/studentinfo.html> or the [UNM Course Catalog](#) for information on UNM services and policies. Please see the [UNM academic calendar](#) for course dates, the last day to drop courses without penalty, and for financial disenrollment dates.

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Student e-Readiness

Online classes are often incorrectly thought to be easier than in person classes. Online courses are not correspondence courses. They are designed to mirror in person classes and due to the self-discipline required they can be more challenging than in person classes. If this is your first online class please take UNM's Online Class Readiness Quiz at <http://statewide.unm.edu/online/get-started/online-ready-quiz.html>

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Online UNM Resources

- **Libraries:** <http://www.unm.edu/libraries>
- **CAPS** <http://caps.unm.edu/> - CAPS is a free-of-charge educational assistance program available to UNM students enrolled in classes.
- **Online Writing Lab (OWL)** - <http://caps.unm.edu/writing/owl> - students may submit academic papers required for UNM course or degree fulfillment or application submissions online for proofreading.
- **CAPS Virtual Tutoring Lab** - <http://caps.unm.edu/online/vtl> - Students can chat with a tutor in 5 subjects depending upon availability.
- **Smarthinking** - <http://caps.unm.edu/online/smarthinking/cas> Smarthinking™ is a Washington, D.C. based organization that provides online tutoring and academic support for university students 24 hours a day, 7 days a week in various common courses.

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Students with Disabilities

Qualified students with disabilities will be provided reasonable and necessary academic accommodations if determined eligible by the Accessibility Resource Center (<http://as2.unm.edu/>). Please refer to UNM's Disability Policy for further information, <http://pathfinder.unm.edu/common/policies/academic-adjustments.html>

The American with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodations of their disabilities. If you have a disability requiring accommodation, please contact me immediately to make arrangements as well as Accessibility Services Office in 2021 Mesa Vista Hall at 277-3506 or <http://as2.unm.edu/index.html>. Information about your disability is confidential.

If you are a qualified person with disabilities who might need reasonable accommodations in academic settings, please communicate with me as soon as possible so that we may make appropriate arrangements to meet your needs. Frequently, we will need to coordinate accommodating activities with other offices on campus, so that course materials can be made available in alternative formats.

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Technical Support

Students are responsible for meeting course deadlines. If you experience technical problems, please exercise one or all of the following options:

- Online Student Support w/contact info at <http://statewide.unm.edu/online/support/>
- NMEL Help Desk at Learn@unm.edu
- Media/web-conferencing Tech Support at media@unm.edu or 505-277-0857 or 1-877-688-8817
- UNM's Knowledge Base - http://fastinfo.unm.edu/prod/index_student.php

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Copyrighted Materials

All materials in this course fall under copyright laws and should not be downloaded, distributed, or used by students for any purpose outside this course.

<http://www.unm.edu/~counsel/general/copyright.htm>

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Academic Integrity

Each student is expected to maintain the highest standards of honesty and integrity in academic and professional matters. Dishonesty is defined as a lack of truth, honesty or trustworthiness. Cheating is defined as influencing or leading by deceit. Deceit is defined as intending to mislead and commonly suggests a false appearance.

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

Examples (not exhaustive) of dishonest behavior include:

- Uses or attempts to use unauthorized aids in examinations or other academic assignments to be submitted for evaluation
- Misrepresentation of data, results or sources for papers or reports
- Copying another student's work

Anderson School of Management faculty, staff and students commit to values of trust, honesty, integrity, and accountability. We will not tolerate academic dishonesty. **By enrolling in any course at Anderson, the student accepts the Anderson Academic Honesty Code and affirms the following pledge: I will not lie, cheat, fabricate, plagiarize or use any other dishonest means to gain unfair academic advantage.**

Any violation of the code of conduct will be taken very seriously and appropriate sanctions will be applied. For full text of Anderson's Academic Honesty Code, please visit <http://www.mgt.unm.edu/honesty>

Revisions

Any component of this syllabus is subject to change at the discretion of the instructor. All changes will be announced during a scheduled class period/online session before taking effect.

This syllabus is subject to change - please keep informed!

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