

**THE UNIVERSITY OF TEXAS AT TYLER**  
**SOULES COLLEGE OF BUSINESS**  
**Spring 2022**

**COURSE NUMBER:** MANA 5385.060

**COURSE TITLE:** New Venture Commercialization

**INSTRUCTOR:** Dr. Jim Cater, Professor of Management

**OFFICE LOCATION:** BUS 350-329

**PHONE NUMBER:** (903) 707-2107

**E-MAIL:** [jcater@uttyler.edu](mailto:jcater@uttyler.edu)

**OFFICE HOURS:** Online or by appointment

**COURSE DESCRIPTION:** Explore generation of theoretical ideas and concepts, investigate phases of the entrepreneurial processes and timelines, explore the development of entrepreneurial strategy foundation and implementation together with the incorporation of technology into business, and the development of a business plan. This course requires students to participate in a business plan competition.

**PREREQUISITE:** Admission to a relevant degree program. Students should be proficient in computer use. Students will also need to have access to Canvas.

**REQUIRED TEXT:** Essentials of Entrepreneurship and Small Business Management 8th Edition by Scarborough, N. M. & Cornwall, J. R. Pearson  
Student Copy ISBN 13: 978-0-13-384962-2  
ISBN 10: 0-13- 38496-7.

You may order this text online from the [UT Tyler Bookstore](#) or call them at (903) 566-7070.

**COURSE OBJECTIVES:**

- To explain the meaning of entrepreneurship and the functions of entrepreneurs.
- To be able to identify entrepreneurial ideas and opportunities.
- To be able to establish and maintain high ethical standards in a small business
- To explain and perform a feasibility analysis.
- To execute the writing of a business plan.
- To describe and explain a marketing plan.
- To explain strategies for entrepreneurs in e-commerce.
- To create projected (pro forma) financial statements.
- To explain methods of financing a business.

**TECHNICAL SKILL REQUIREMENTS:**

You should be comfortable with the following:

- using a word processor (changing font, spell check)
- using email for communication
- sending an email attachment
- navigating the Internet, using an Internet search engine
- downloading appropriate plug-ins

**TEACHING METHOD:** This online course makes extensive use of Canvas as an electronic instructional delivery and communication platform, using Canvas’s content areas, course tools, and assessments. Coursework will include reading assignments, online quizzes, discussion board postings, and two exams. Learning strategies include: reading resources linked to the Internet; viewing video streaming, assignment instructions; project and process-oriented individual projects; use of the discussion board; use of the Internet; and e-mails among students and between individual students and the professor.

**COURSE CONTENT: Tentative Course Schedule:**

<u>Date</u>	<u>Topic</u>	<u>Textbook Chapter</u>
Mon.-Tues. Jan 10-18	The Foundations of Entrepreneurship	1
Wed-Tues. Jan 19-25	Ethics and Social Responsibility	2
Wed-Tues. Jan 26-Feb 1	Feasibility Analysis	4
Wed.-Tues. Feb 2-8	Crafting a Business Plan Business Idea Due	5
Tues-Wed. Feb 15-16	Exam 1: Chapters 1, 2, 4, 5	
Thurs-Tues. Feb 17-22	Feasibility Analysis Project Due	
Wed -Tues. Feb 23-Mar 1	Marketing Plan	8
Wed-Tues. Mar 2-8	E-Commerce	9
Wed.-Tues. Mar 9-15	Spring Break	
Wed-Tues. Mar 16-22	Financial Plan	11
Wed.-Tues. Mar 23-29	Sources of Financing BP Sales Estimate Due Extra Credit Report Due	13
Tues.-Wed. Apr 5-6	Exam 2: Chapters 8, 9, 11, 13	
Thur- Tues. Apr 7-12	Business Plan Project – Marketing Section Due	
Wed -Tues. Apr 13-26	Business Plan Project – Exec. Summary, Introduction, Management, Financial, and Appendices Due	

**Students may work ahead of the above schedule. Please note that if you work ahead of schedule, you must come back to the Discussion Board and respond to the posts of two other students.**

**Course Requirements:**

		(Tentative Due Dates)
Exam 1:	100 points	Tues, Feb 15 (6:00AM)– Wed, Feb 16 (11:00PM) The exams will be closed book with no notes or electronic devices allowed.
Exam 2:	100 points	Tues, Apr 5 (6:00AM) – Wed, April 6 (11:00PM) The exams will be closed book with no notes or electronic devices allowed.
Chapter Review Questions	80 points	Tuesday at 11:00PM each week
Discussion Board Questions	160 points	Tuesday at 11:00PM each week
Feasibility Analysis Project	80 points	Tuesday, February 22 at 11:00 PM
Business Plan Sales Estimate	20 points	Tuesday, March 29 at 11:00 PM
Business Plan Project: Marketing Section	35 points	Tuesday, April 12 at 11:00 PM
Executive Summary, Introduction, Management Section, Financial, Appendices Sections	140 points	Tuesday, April 26 at 11:00 PM
Oral Presentation	25 points	Tuesday, April 26 at 11:00 PM
<b>Total</b>	<b>740 points</b>	

**Methods of Evaluation:****Grading Scale:****A = 666 – 740 points****B = 592 – 665 points****C = 518 – 591 points****D = 444 – 517 points****F = 0 – 443 points**

**Withdrawal Dates:** Census Day is January 24, 2022. The last day to withdraw from one or more courses is March 28, 2022.

**Make-up Procedure:**

If you must miss an exam, you must make every effort to contact me before the exam. Failure to do so may result in a zero for that exam. Make-up exams, if allowed, must be taken within a week of the scheduled exam. Failure to do so may result in a zero for that exam. The format of the make-up exam will be at my discretion (multiple-choice, short answer, or essay).

## Study Groups

By Tuesday, January 25, we will select study groups for the class projects – feasibility analysis and business plan. As a rule, each study group will consist of four students. Students may choose their own groups, but I will assist in group selection as needed.

## Exams

There will be two exams. Each exam will consist of 50 multiple-choice questions. Exams will cover all lecture, text, and supplementary material. Supplementary material may include readings, case studies, videotapes, and exercises. The exams are not cumulative. The exams will be given under a time limitation of 60 minutes. At the end of 60 minutes, the exam will automatically shut down. The exams will be closed book with no notes or electronic devices allowed. The exams will be proctored by Proctor U.

**REQUIRED EQUIPMENT:** Our exams will require a web camera with a microphone to submit these assignments. If you do not have a web camera built into your laptop or desktop, you will need to purchase an inexpensive one. I found one on Amazon for \$9.99 [Amazon Web Camera](#)

The Soules College of Business is pleased to offer courses online in an asynchronous environment in order to enhance their accessibility. In order to preserve academic integrity in these online courses, we observe the following testing policy.

- 1) Classes offered online may have up to two tests/examinations offered in a proctored setting.
- 2) These proctored exams should have meaningful impact on a student's grade in class.
- 3) Exams administered online should be proctored live using a proctoring service approved by the University. The use of services which only record the exam administration but do not offer live monitoring is not acceptable.
- 4) Students must register for the proctoring service using information provided by the instructor (on Canvas).
- 5) Exam proctoring will be at no cost to the student provided that the exam is scheduled in a timely manner per the course instructions. Students may be billed for cancelling or rescheduling an exam per the provider's fee schedule.

Exams are necessary to assess your mastery of core marketing concepts. The two exams will consist of multiple-choice questions. You will have 60 minutes on each exam. **You are not permitted to use your textbook, notes, or any other resources on the exam. Your exams will be proctored via a web camera with a microphone by Proctor U. During your exam you are not permitted to leave the computer (bathroom breaks, etc.), you must take the exam in a quiet room, and you must have good lighting and sound.** The University of Texas at Tyler is covering the cost of proctoring. Copying any questions/answers on an exam or discussing exam questions with other students is considered cheating and may result in failing the course and/or other scholastic dishonesty disciplinary actions.

**Automated proctoring with professional review (Proctor U Auto).** *The assessments (two exams) in this online course will be proctored using Proctor U. Beyond the cost of initial equipment needed (e.g. a camera for your computer), there will not be any additional cost for proctoring. You will need to create a Proctor U account and install the Proctor U extension before attempting any assessment. To create a Proctor U account, follow the Proctor U tool within Canvas. Please make sure you are using the current version of Chrome or Firefox and download the Proctor U extension available at <http://bit.ly/proctoruchrome> or <https://www.proctoru.com/firefox>.*

*In order to use ProctorU, you will need the following:*

- *High-speed Internet connection*
- *Webcam (internal or external)*
- *Windows, Mac, or Chrome Operating System*
- *Up-to-date Chrome or Firefox browser and ProctorU extension installed*
- *Valid photo ID*
- *Quiet environment to take your assessment*

You can visit the *Test Taker Resource Page* for additional information at <https://bit.ly/ProctorMe>

### **Chapter Review Questions**

In Module 1 through 8, I have posted chapter review questions for each of the 8 assigned chapters. Example: Chapter 1 Review. The review questions will be due at **11:00PM on each Tuesday**. The questions will be in multiple-choice format. Each set of chapter review questions will count 10 points. You will have 20 minutes to complete each exercise. There are 8 assigned chapters for the class. Please contact me immediately via e-mail if you experience technical difficulties, such as a lock-out while you are taking a chapter review quiz.

### **Discussion Boards**

In Module 1 through 8, I have posted discussion questions for each of the assigned 8 chapters. Example: Chapter 1 Discussion Board. The Discussion Board questions will be due at **11:00PM on each Tuesday**. Each student must actively engage in at least three separate instances during the discussion period to obtain full credit for the exercise. Each discussion exercise will count 20 points. Please note that if you work ahead of schedule, you must come back to the Discussion Board and respond to the posts of two other students in order to earn full credit for the exercise. Please note that Discussion Board answers must be in full sentences with proper spelling, punctuation, and grammar. No abbreviations, such as those used in instant-messaging, will be acceptable. Also, longer more comprehensive Discussion Board answers will be rewarded with higher grades. Short answers -one or two sentences- will receive lower grades.

### **Discussion Board Rubric**

Discussion Board – 20 points. Each Discussion Board counts as 20 points – 14 points for your post in response to the questions, and then 3 points and 3 points for your responses to other students. Grammar, punctuation, and spelling should be error-free. Consider the responses as mini-essays. Content must be appropriate, original - not duplicating another student's response, and thoughtful. Short answers in general require less thought and will receive lower grades. You can observe the rubric within each graded Discussion Board.

### **Feasibility Analysis Report**

Each study group will generate a business idea and report this idea to me in writing (a paragraph or two) by Tuesday, February 9. After my approval, the group will write a feasibility analysis report on their idea (see Chapter 4 and instructions in Feasibility Analysis module).

### **Business Plan Sales Estimate**

Each group will provide a sales estimate for their chosen business. The groups will specify annual sales for Year 1, Year 2, and Year 3 for their chosen business. Instructions are provided under separate cover in Canvas Course Documents. This will be a 20-point report and is due Tuesday, March 29 at 11:00 PM.

## **Business Plan Project**

Each group will choose a business to create and start up. The business idea may be the one tested in the Feasibility Analysis. Note: if the group decides that the business idea is not feasible, the group must choose another business idea. Chapters 5, 8, 9, 11, and 13 describe aspects of the business plan. Our business plans will consist of an executive summary, introduction, marketing section, management section, financial and accounting sections, and appendices. I will provide detailed instructions under separate cover for the contents of each section. The Marketing section is due Tuesday, April 12. The remainder of the final written business plan report is due Tuesday, April 26. Each group will also prepare a Microsoft Voice-over PowerPoint presentation of approximately 10 minutes in length for the class. Do not send Google Docs. The Microsoft Voice-over PowerPoint presentations will due Tuesday, April 26 at 11:00 PM.

Business Plan	Point Values
Executive Summary	25
Introduction	10
Marketing	35
Management	35
Financial	60
Appendices	10
Oral Presentation	25
Total	200

## **Executive Interview/Extra Credit Opportunity**

Identify and select an individual in the community who is actively employed as a manager. You must inform me of your selection by Tuesday, March 15. This manager may be a friend, relative, or acquaintance. Audiotape record an Executive Interview with the manager, using a digital recording device. There is a list of questions posted in Modules in Canvas. Transcribe the tape-recorded interview. The transcription must be a minimum of 5 pages, double-spaced, 12-point font, and one-inch margins. Write an executive summary of the individual and their company. The executive summary must be a minimum of 2 pages, double-spaced, 12-point font, and one-inch margins. This is a total of 7 pages minimum. You may exceed 7 pages. To be eligible to receive any extra credit points, you must submit both the recorded interview and the written report. Each student who successfully completes this project will receive up to 30 bonus points. The complete report is due Tuesday, March 29 at 11:00 PM. I will not accept any report after Tuesday, March 29 at 11:00 PM.

## **Attendance Policy – Time Commitment – Student Expectations**

Attendance (regular participation in the online classroom) is essential for maintaining the best learning environment. Learning occurs in relationship not only between student and course materials, but, just as importantly, peer to peer, professor to student, and student to professor.

**You are expected to log on to the course site every day at least once.**

Students who successfully complete the course report that they spend an average of 20 hours per week on the course. You may spend more or less, depending on your current level of expertise.

**NOTE:** This Internet class demands that the student be self-motivated and self disciplined. You are responsible to keep up with the schedule, assignments, and exams. I will be contacting you throughout the semester by email, and Blackboard is available at all times.

Students are expected to be polite and respectful in all communication with the professor and other students. Proper grammar, spelling, and punctuation are required in all communication. Abbreviations, such as those used in text messaging, are not acceptable.

### **What You Should Understand About Internet Classes**

- Be realistic about the amount of time required to do the coursework
- Plan to spend 3 to 5 clock hours per week for every credit hour
- Schedule class time just as if you were attending class on-campus
- Turn in your work ON TIME
- On-line is NOT easier!
- Participate actively in the class
- Use e-mail and the discussion boards to communicate often with your instructor and other classmates
- Log onto the class at least every day.
- Do NOT fall behind in your assignments
- ASK for help when you need help

## **Technical Information**

### **Technical Support**

If you experience technical problems or have a technical question about this course, you can obtain assistance by emailing [itsupport@patriots.utt Tyler.edu](mailto:itsupport@patriots.utt Tyler.edu).

When you email IT Support, include a complete description of your question or problem including:

- The title and number of the course
- The page in question
- If you get an error message, a description and message number
- What you were doing at the time you got the error message

You may also visit [Distance Education FAQs](#) for helpful information.

### **Plug-ins and Helper Applications:**

UT Tyler online courses use Java, JavaScript, browser plug-ins, helper application and cookies. It is essential that you have these elements installed and enabled in your web browser for optimal viewing of the content and functions of your online course. You may check to see if your web browser is properly configured to use by clicking on the Student Resources tab within and selecting "Test Browser." Links for browser plug-ins and helper applications are provided below.

- [Adobe Reader](#) allows you to view, save, and print Portable Document Format (PDF) files.
- [Adobe Flash Player](#) allows you to view content created with Flash such as interactive web applications and animations.
- [Java Runtime Environment](#) (JRE) allows you to use interactive tools on the web.
- [QuickTime](#) allows users to play back audio and video files.
- [Windows Media Player](#) allows you to view, listen and download streaming video w/audio.
- [RealPlayer](#) allows you to view and listen to streaming video and audio.

## Student Resources

**Netiquette Guide:** “[Netiquette](#)” (network etiquette) is the do's and don'ts of online communication. Netiquette covers both common courtesy online and informal “rules of the road” of cyberspace. Review and familiarize yourself with the guidelines provided.

**Digital Library Resources:** Students enrolled in this course will have access to the [Robert R. Muntz Library](#), at The University of Texas at Tyler. Follow this link, and then complete the instructions at those sites for accessing information from a distant site. Many of the database subscriptions funded by student fees give you access to full text journals that you will need for your review of the literature in each course. Please take the time to set up your account and get familiar with the resources available. They are great!

### COLLEGE OF BUSINESS STATEMENT OF ETHICS:

The ethical problems facing local, national and global business communities are an ever-increasing challenge. It is essential the College of Business and Technology help students prepare for lives of personal integrity, responsible citizenship, and public service. In order to accomplish these goals, both students and faculty of the College of Business and Technology at The University of Texas at Tyler will:

- Ensure honesty in all behavior, never cheating or knowingly giving false information.
- Create an atmosphere of mutual respect for all students and faculty regardless of race, creed, gender, age or religion.
- Develop an environment conducive to learning.
- Encourage and support student organizations and activities.
- Protect property and personal information from theft, damage and misuse.
- Conduct yourself in a professional manner both on and off campus.

## VI. STATEMENTS AND POLICIES

### A. Students Rights and Responsibilities

To familiarize yourself with the policies that affect your rights and responsibilities as a student at UT Tyler, please follow this link: <http://www2.uttyler.edu/wellness/rightsresponsibilities.php>.

### B. Grade Replacement/Forgiveness and Census Date Policies

Students repeating a course for grade forgiveness (grade replacement) must file a Grade Replacement Contract with the Enrollment Services Center (ADM 230) on or before the Census Date of the semester in which the course will be repeated. Grade Replacement Contracts are available in the Enrollment Services Center or at <http://www.uttyler.edu/registrar>. Each semester’s Census Date can be found on the Contract itself, on the Academic Calendar, or in the information pamphlets published each semester by the Office of the Registrar.

Failure to file a Grade Replacement Contract will result in both the original and repeated grade being used to calculate your overall grade point average. Undergraduates are eligible to exercise grade replacement for only three course repeats during their career at UT Tyler; graduates are eligible for two grade replacements. Full policy details are printed on each Grade Replacement Contract.

The Census Date is the deadline for many forms and enrollment actions that students need to be aware of. These include:

- Submitting Grade Replacement Contracts, Transient Forms, requests to withhold directory information, approvals for taking courses as Audit, Pass/Fail or Credit/No Credit.
- Receiving 100% refunds for partial withdrawals. (There is no refund for these after the Census Date)
- Schedule adjustments (section changes, adding a new class, dropping without a “W” grade)
- Being reinstated or re-enrolled in classes after being dropped for non-payment
- Completing the process for tuition exemptions or waivers through Financial Aid



### **C. State-Mandated Course Drop Policy**

Texas law prohibits a student who began college for the first time in Fall 2007 or thereafter from dropping more than six courses during their entire undergraduate career. This includes courses dropped at another 2-year or 4-year Texas public college or university. For purposes of this rule, a dropped course is any course that is dropped after the census date (See Academic Calendar for the specific date).

Exceptions to the 6-drop rule may be found in the catalog. Petitions for exemptions must be submitted to the Enrollment Services Center and must be accompanied by documentation of the extenuating circumstance. Please contact the Enrollment Services Center if you have any questions.

### **D. Disability Services**

In accordance with federal law, a student requesting accommodation must provide documentation of his/her disability to the Disability Services counselor. If you have a disability, including a learning disability, for which you request an accommodation, please contact the Disability Services office in UC 3150, or call (903) 566-7079.

### **E. Student Absence due to Religious Observance**

Students who anticipate being absent from class due to a religious observance are requested to inform the instructor of such absences by the second class meeting of the semester.

### **F. Student Absence for University-Sponsored Events and Activities**

If you intend to be absent for a university-sponsored event or activity, you (or the event sponsor) must notify the instructor at least two weeks prior to the date of the planned absence. At that time the instructor will set a date and time when make-up assignments will be completed.

### **G. Social Security and FERPA Statement**

It is the policy of The University of Texas at Tyler to protect the confidential nature of social security numbers. The University has changed its computer programming so that all students have an identification number. The electronic transmission of grades (e.g., via e-mail) risks violation of the Family Educational Rights and Privacy Act; grades will not be transmitted electronically.

### **H. Emergency Exits and Evacuation**

Everyone is required to exit the building when a fire alarm goes off. Follow your instructor's directions regarding the appropriate exit. If you require assistance during an evacuation, inform your instructor in the first week of class. Do not re-enter the building unless given permission by University Police, Fire department, or Fire Prevention Services.