

Office of Academic Affairs
Tarleton State University
Date Prepared: 12/1/08
Dates Revised:

Master Course Syllabus Outline

Department: Management, Marketing and Administrative Systems
Course Prefix/Number: MGMT 412
Course Title: Entrepreneurship
Master Syllabus Approved by Department on: 12/1/08

- I. Catalog Description: Addresses the process of generating ideas for new business, writing comprehensive business plans. Emphasis on information sources, industry analysis.
- II. Prerequisites: Senior classification in a business discipline or permission of instructor.
- III. Expanded Course Description: Entrepreneurship focuses on the examination and determination of the feasibility of starting a new business venture and the completion of comprehensive business plans. Student work in a group setting and prepare formal business plans for presentation. Readings and/or book reviews related to entrepreneurial activities are also included as course requirements.
- IV. Intended Student Outcomes: (Must include outcomes of knowledge and skills, and may also include behavioral).
 - Students will gain an understanding of the role of entrepreneurs in today's global economy
 - Various entrepreneurs will be discussed and students will be expected to be able to communicate the strengths and weaknesses of successful entrepreneurs
 - Students will be exposed to the comprehensive business planning process
 - Students will select a particular business and conduct primary and/or secondary research on their selection
 - Students will complete a comprehensive business plan (either individually or by group)
 - Students will present the completed formal business plan idea to other students, the professor, and/or industry professionals

At the conclusion of the course the student will:

- Understand and appreciate the importance of the comprehensive business planning process
 - Exhibit an understanding of the importance of researching start-ups, buy-outs, and franchises when pursuing entrepreneurial opportunities
 - Become familiar with the successes and/or failures of an entrepreneur from the present or past and demonstrate the knowledge learned through written or oral means
 - Demonstrate the ability to conduct research (individually and/or via group) and prepare a formal written business plan covering such areas as management, marketing, market analysis, industry information, and financial data, among other
 - Demonstrate the ability to develop and deliver an effective class presentation (individually or via group) of the research gathered for the written business plan utilizing appropriate presentation techniques
 - Value the importance of operating a small business built on ethical principles and socially responsible practices
- V. Unless otherwise stipulated in this master syllabus by the department, the following items are subject to faculty discretion as described in each faculty member's individual course outline/syllabus:
- a) Course Requirements
 - b) Required Text(s)
 - c) Bibliography
- VI. Academic Honesty: Cheating, plagiarism (submitting another person's materials or ideas as one's own), or doing work for another person who will receive academic credit are all-impermissible. This includes the use of unauthorized books, notebooks, or other sources in order to secure or give help during an examination, the unauthorized copying of examinations, assignments, reports, or term papers, or the presentation of unacknowledged material as if it were the student's own work. Disciplinary action may be taken beyond the academic discipline administered by the faculty member who teaches the course in which the cheating took place.
- VII. Students With Disabilities Policy: It is the policy of Tarleton State University to comply with the Americans with Disabilities Act (ADA) and other federal, state, and local laws relative to the provision of disability services. Students with disabilities attending Tarleton State University may contact the Office of Disability Services at (254) 968-9478 to request appropriate accommodation. Furthermore, formal accommodation requests cannot be made until the student has been officially admitted to Tarleton State University.

Department Head Signature/Date:

Signature

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Date