Course Objectives
The purpose of this course is to give the student a foundation in Entrepreneurship. Defining Entrepreneurship has been and continues to be a problem. In order to teach this subject in a coherent and comprehensive manner, we have defined Entrepreneurship as a method of management. The method is different from Traditional management in that it is focused very heavily on output at the expense of emphasizing organizational structure. Therefore, it is not suitable for very large organizations, but it is extremely effective in handling change and rapid growth. Small Business management is a third form of management and very closely related to Entrepreneurial management. This form is well suited for Start-ups and companies small enough to be managed intuitively.

Since Entrepreneurial management is focused on rapid growth and the accommodation of both structural and technological change, its success depends heavily on the ability of its Chief Executive Officer to make timely and sound decisions. To succeed in this requirement, the Chief Executive Officer must thoroughly understand “The Business Process”. Therefore this course is taught to give the student an understanding of the Business Process from the Chief Executive Officer’s perspective. While each enterprise is different, the basic business process does not change—only the way it is applied and the areas of emphasis.

The importance and the preparation and use of the Business Plan is covered in detail in this course. The Business Plan is an essential ingredient of any start-up and remains important as a business grows. This course also covers skills and knowledge outside the operations area that is helpful to an Entrepreneur, such as; legal matters, negotiations, leadership, ethics and behavior requirements.

This course is a prerequisite for applying for acceptance to the Entrepreneurial Major at the college. Therefore, it covers in a survey manner the information that is taught in detail in the remaining five courses of the curricula for a Major in Entrepreneurship. The student should leave the course with an understanding of the essential elements of Entrepreneurial management.

Learning Goals
This course addresses the following learning goals for the BBA Program: (1) disciplinary competence, and (2) critical thinking skills.

Text & Course Materials
- WebCT materials as posted

Course WebCT Site
By the first day of class, you should be registered for the WebCT sites associated with the classes you are enrolled in. You will see this list after you log on, and you can click on the link to this class. Our WebCT site contains the chapter PPTS, solutions to assigned homework problems and other study resources specific to this course. The chapter PPTs are meant to be note-taking tools so please print and bring the appropriate chapter's PPTs to class. If you don’t do this, the class session will be less beneficial to you. Most course materials on the WebCT site are in Word document, Excel spreadsheet or Power Point format.
Course Rules:
- Please arrive to class on time. If you are late, please shut the door quietly behind you and go to your seat.
- If you come to class, please stay to the end.
- Be considerate of your neighbor.
- Students who need accommodations on exams because of disability must make prior arrangements. Students with disabilities are urged to obtain information about their rights and responsibilities from the Center for Students with Disabilities (713) 743-5400.
- Tests must be taken when scheduled; there will be no make-up tests offered.
- You will need green Scantron forms for the tests.
- All work must be independent.

Recommended Study Procedures
You should try to read over the assignments before attending class. Obviously the more time you can allocate to this, the better. However, the major objectives of the lecture and class discussions will be to help clarify the text. If a particular section begins to absorb an inordinate amount of time, you might want to deal with this material after class. It will be assumed that:
1. You have some preliminary familiarity with (not mastery of) the material before coming to class.
2. After class you return to the text and complete your understanding of the reading assignments covered in class.
3. Once this understanding has been achieved, you work the assigned problems, and check the solutions only after you have given the problem your best effort.
4. You will use all the resources available for this class to help you work the problems and understand the material.
5. You will call to my attention any problems you have in achieving steps (1) through (4) so that we can work together to improve your understanding.
6. You will spend approximately 10 hours each week studying for this class and doing the homework.

Grading, Attendance, Academic Integrity, & Other Policies
Minimum letter grades for this course will be assigned based on the following schedule:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Minimum Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>93-100</td>
</tr>
<tr>
<td>A-</td>
<td>90-92</td>
</tr>
<tr>
<td>B+</td>
<td>87-89</td>
</tr>
<tr>
<td>B</td>
<td>83-86</td>
</tr>
<tr>
<td>B-</td>
<td>80-82</td>
</tr>
<tr>
<td>C+</td>
<td>77-79</td>
</tr>
<tr>
<td>C</td>
<td>73-76</td>
</tr>
<tr>
<td>C-</td>
<td>70-72</td>
</tr>
<tr>
<td>D+</td>
<td>67-69</td>
</tr>
<tr>
<td>D</td>
<td>63-66</td>
</tr>
<tr>
<td>D-</td>
<td>60-62</td>
</tr>
<tr>
<td>F</td>
<td>59 and below</td>
</tr>
</tbody>
</table>

Each day an attendance sheet will circulate for you to note your presence in class. DO NOT SIGN IN FOR ANOTHER STUDENT or have someone sign in for you. This will be taken as a sign of academic dishonesty. All acts of academic dishonesty will result in a failing grade for the course, and the College and/or University may take further action. Please note that I take this policy very seriously.

Policy on "Incomplete" Grades
A grade of "incomplete" is given only for in the case of emergencies, and complete documentation for the situation is required. The grade of "incomplete" is not given so that students who are doing poorly may get a second chance at the course. The rare case of an incomplete will be handled with a comprehensive make-up cumulative examination and will be graded on a different scale. This comprehensive make-up exam must be completed within 30 days of the beginning of the next semester.

Quizzes, Assessments & Examinations
There will be quizzes and other assessments given during the course. The purpose of these quizzes/assessments is to help you check your understanding of the material and to provide an incentive to keep up with the material. The quizzes/assessments may be in-class or take-home, and they may be announced or unannounced. They may contain problems, true/false or multiple choice questions, short answer or even essay. IF a quiz/assessment is announced, this announcement may be made in class or by e-mail or via a posted message on the course's WebCT site. Therefore, it is important to attend class, and to check your e-mail and the WebCT site frequently, and carry a calculator and No. 2 pencil with you to each class. I make no provision for make-ups for most of these quizzes or assessments, regardless of the reason. Individuals with a valid, authorized absence or reason for missing the quiz or assessment will be allowed...
to have their other quiz/assessment scores count for the full quiz/assessment portion of their grade. If we have enough of these quizzes and assessments, we may drop the lowest score. If you have missed a quiz/assessment for any reason, then the missed quiz will count as the dropped quiz score (i.e. you will not be able to drop your lowest quiz score).

Your score in this class will be based on the points you earn on the following:

<table>
<thead>
<tr>
<th>Test #1</th>
<th>13%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Test #2</td>
<td>13%</td>
</tr>
<tr>
<td>Test #3</td>
<td>13%</td>
</tr>
<tr>
<td>Test #4</td>
<td>13%</td>
</tr>
<tr>
<td>Test #5</td>
<td>13%</td>
</tr>
<tr>
<td>5 Pop Quizzes (1% each)</td>
<td>5%</td>
</tr>
<tr>
<td>Attendance &amp; Question Exercise</td>
<td>10%</td>
</tr>
<tr>
<td>Group Project</td>
<td>20%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
<tr>
<td>Potential Extra Credit</td>
<td>8%</td>
</tr>
</tbody>
</table>

**Mid-Term Exams**

The 5 midterm examinations may include true-false, multiple-choice, problem solving, and short answer questions. Questions will come from the text material, class discussions and the speakers. Any student who does not take these exams on the scheduled date MUST meet the following criteria in order to be able to make up the examination:

- you MUST have discussed the scheduling problem with me BEFORE the scheduled exam time slot
- you MUST follow up this discussion with an e-mail that confirms our agreement BEFORE the scheduled exam time slot
- you MUST provide a medical or official document (note from hospital, police accident report, etc.) that explains the reason you were not able to attend the test if the reason for your absence is due to an accident or severe illness.

In order to take exams, the student is responsible for having:

1. A Scantron Form 882-E (green, half-page). These may be purchased at the UH Bookstore.
2. A four function calculator that works throughout the exam (if the calculator fails for any reason, you may not share someone else’s, but you may borrow one for the remainder of the exam). You may not use a PDA or your phone.
3. Several No.2 pencils with erasers.

**Pop Quizzes**

There will be six pop quizzes given in class. You may drop the lowest grade. The quizzes will cover the text material, class discussions and materials covered by the speakers. The questions will be true-false and/or multiple-choice. *Pop quizzes cannot be made up.*

**Question Exercise**

Most professors believe that interaction with a student is the best method of teaching. Interaction is usually achieved through questions and answers. Questions and answers are difficult in a large class because of the acoustics and because of the reluctance of students to ask questions in front of a large audience of their peers. Therefore, to achieve the beneficial effects of questions and answers in this large class we will perform the following exercise.

The class will be divided into 9 segments alphabetically by last name. Each Thursday a segment will be assigned to submit questions. Each person in the segment will write one question concerning the class previous week’s subject matter. These questions must be submitted to Michael Newman by the end of class the following Tuesday. *Failure to submit your question on time will cost you three (3) points on your grade.* All questions must include your full name and student I.D. number.

**ENTR 3310 Group Project — Guidelines and Timeline**

The class will be divided into groups of approximately 10 students for a total of 25 groups. Each group will be required to develop a new business plan to serve the community. Each group will have its own private chat room with virtual white board and its own private discussion board on WebCT. These provisions should compensate for all manner of difficulties in scheduling physical meetings. In addition, information from discussion boards can be used to verify any assertions of non-participation.

Each group will submit a paper that details its business idea and the plan to capture the market they have identified. The papers must meet the following criteria to receive full credit:

- Word format
While there is no minimum or maximum length, brevity, conciseness and clarity will be rewarded

- 12 point Arial font
- 1” side margins
- Submitted both hard copy and electronically to Michael Newman

While each member of the group should take leadership responsibility for an aspect of the project, it will be graded as a whole. In other words, the quality of your colleagues’ output will affect your grade. Spelling, grammar, and coherence all matter. So please make sure to proofread the entire paper before submitting it. Each student must identify the section of the project for which s/he was responsible within the section header, e.g. “Competitive Advantages—Daisy Durham.”

Questions to answer with your business plan:
- What is the product/service the company proposes to offer?
- Who is the target market?
- What possible competition/viable alternatives exist?
- What competitive advantages does the company have?
- How much will the product/service cost?
- What are the start up/operating expenses?
- How do you plan to advertise/capture the market?

On August 31st each group must submit the following information in class:
- Group number
- Business idea and working name
- Names and email addresses/phone numbers of all group members.

Any group or group member who fails to complete ANY portion of the project on time will receive a zero for the entire assignment. Each member of the group must take individual responsibility for being in contact with other group members through WebCT. Please note: should you fail to communicate with your group after the 8/31 assignment you will not receive credit for the assignment.

On September 21st each group will submit the following information in class (see November 21st requirement for more detail):
- Group number
- Draft of the business plan for your new firm including initial:
  - Company information
  - Product or Service Description
  - A competitive analysis
  - A market analysis
  - An industry analysis
  - Your management team
  - Your marketing plan
  - Your company’s financial projections
- Names of all group members who have participated actively in the group
- Names of any group members who have failed to participate

Ideally, you will compile the information requested for each deadline prior to submitting it so that your group will be able to comment on the assignment before its submission, and so that the information is on the record.

On October 19th each group will submit the following information in class (see November 21st requirement for more detail):
- Group number
- The draft of your new company’s detailed business plan including:
  - Company information
    - Including description of your management team
  - Mission Statement and Vision Statement
  - Product or Service Description
    - Including costs of materials, labor and overhead
  - A competitive analysis
  - A market analysis
    - Including potential market share and
    - An analysis of the revenue maximizing price you intend to charge
  - An industry analysis
  - Your marketing plan
Including a detailed breakdown of costs of advertising/promotion and
The details of the plan itself
• Your company’s financial projections including a detailed report of the following budgets:
  • Costs involved in setting up the new firm
    • Use actual available locations and real costs for any startup costs you will have including PP&E
    • Include sources and types of capital
      • Specify equity and/or debt
  • Long term strategic budget including assumptions of capital needs
    • Five year and
    • Fifteen year
  • Capital Budget and timing (be specific)
  • Master Budget for the coming year including
    • Revenue projections including assumptions about sales
    • Cost of Goods Sold (break down into fixed and variable components)
  • Sales & Administrative Costs
  • Other costs
• Names of all group members who have participated actively in the group
• Names of any group members who have failed to participate

On November 21st each group will submit the following information in class:
• Group number
• The finalized business plan for your new firm including:
  • Company information
    • Including description of your management team
  • Mission Statement and Vision Statement
  • Product or Service Description
    • Including costs of materials, labor and overhead
  • A competitive analysis
  • A market analysis
    • Including potential market share and
    • An analysis of the revenue maximizing price you intend to charge
  • An industry analysis
  • Your marketing plan
    • Including a detailed breakdown of costs of advertising/promotion and
    • The details of the plan itself
  • Your company’s financial projections including a detailed report of the following budgets:
    • Costs involved in setting up the new firm
      • Use actual available locations and real costs for any startup costs you will have including PP&E
      • Include sources and types of capital
        • Specify equity and/or debt
    • Long term (15 year) strategic budget including assumptions of capital needs
      • Detailed for first five years and conceptual for years six through fifteen
    • Capital Budget and timing (be specific)
    • Master (GAAP) Budget for the coming year including
      • Proforma Income Statement
        • Revenue projections including assumptions about sales
        • Cost of Goods Sold (break down into fixed and variable components)
        • Sales, General & Administrative Costs
      • Proforma Cash Flow Statement
      • Proforma Balance Sheet
    • Variable Costing (Contribution Margin based) Master Budget (Income Statement only)
• Names of all group members who have participated actively in the group
• Names of any group members who have failed to participate
• Please include a document file that supports/authenticates your facts.

The final project must be submitted to Michael Newman no later than 5:00 pm on November 21st. Each team will be asked to present its business plan after the Thanksgiving break.
This is a “real-world” group project and I expect it to be treated as such. In other words, you should be able to take this plan and “hit the ground running on November 22nd.” Projects will be compared against each other for detail/quality and graded accordingly. You will receive a group grade for the project as a whole and an individual grade based on your contributions to the final product. In most cases those two grades should be similar. The combined grade will comprise 20% of your final grade.

Extra Credit
Three Points Extra Credit will be given for attending the Distinguished Speaker Event on September 21st. You will be required to sign in at the beginning of the session (the Honor Code will be observed – signing in indicates that you stayed for the whole event), AND will be asked to write a 2 page – double spaced, 12 Arial font, 1” margins – paper on who Mr. Jim McIngvale is (advance research is encouraged), what he said at the DSE and what ideas you walked away with/how you propose to use these ideas in your life). Up to an additional five points of Extra Credit will be given to anyone volunteering with the Junior Achievement Company Program. Please call Jennifer Anderson, Senior Vice President, Junior Achievement at 713-682-4500 for further details on the program.

Course Plan
(Note: several speakers will be joining me in presenting the course materials. Their names/company affiliations will be announced as we progress)

<table>
<thead>
<tr>
<th>DATE</th>
<th>TOPIC</th>
<th>MATERIALS TO BE COVERED*</th>
</tr>
</thead>
<tbody>
<tr>
<td>8/22</td>
<td>Course Introduction</td>
<td>Chapters 1 &amp; 2</td>
</tr>
<tr>
<td>8/24</td>
<td>Entrepreneurial Values &amp; Behaviors</td>
<td></td>
</tr>
<tr>
<td>8/29 &amp; 8/31</td>
<td>Creating Business Ideas</td>
<td></td>
</tr>
<tr>
<td>9/5, 9/7 &amp; 9/12</td>
<td>Revenue</td>
<td>Chapters 3, 4 &amp; 5</td>
</tr>
<tr>
<td>9/14</td>
<td>Test # 1</td>
<td></td>
</tr>
<tr>
<td>9/18</td>
<td>Last day to drop without a grade</td>
<td></td>
</tr>
<tr>
<td>9/19, 9/21, 9/26, 9/28 &amp; 10/3</td>
<td>Cost</td>
<td>Chapters 6 &amp; 7</td>
</tr>
<tr>
<td>9/21</td>
<td>The Distinguished Speaker Event featuring Mr. Jim McIngvale</td>
<td></td>
</tr>
<tr>
<td>10/5</td>
<td>Test # 2</td>
<td></td>
</tr>
<tr>
<td>10/10, 10/12, 10/17, &amp; 10/19</td>
<td>Capital</td>
<td>Chapters 8 &amp; 9</td>
</tr>
<tr>
<td>10/24</td>
<td>Test #3</td>
<td></td>
</tr>
<tr>
<td>10/26</td>
<td>No class</td>
<td></td>
</tr>
<tr>
<td>11/1</td>
<td>Last day to drop with a “W”</td>
<td></td>
</tr>
<tr>
<td>10/31, 11/2 &amp; 11/7</td>
<td>Business Planning</td>
<td>Chapters 10 &amp; 11</td>
</tr>
<tr>
<td>11/9</td>
<td>Negotiating and Networking</td>
<td>Chapter 12</td>
</tr>
<tr>
<td>11/14</td>
<td>Test #4</td>
<td></td>
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<tr>
<td>11/16</td>
<td>Leadership and Ethics</td>
<td>Chapter 13</td>
</tr>
<tr>
<td>11/21</td>
<td>Controlling Operations</td>
<td>Chapter 14</td>
</tr>
<tr>
<td>11/23</td>
<td>Thanksgiving</td>
<td></td>
</tr>
<tr>
<td>11/28</td>
<td>Legal Issues</td>
<td>Chapter 15</td>
</tr>
</tbody>
</table>
Academic Honesty:
The University of Houston Academic Honesty Policy is strictly enforced by the C. T. Bauer College of Business. No violations of this policy will be tolerated in this course. A discussion of the policy is included in the University of Houston Student Handbook, http://www.uh.edu/dos/hdbk/acad/achonpol.html. Students are expected to be familiar with this policy and will be asked to sign it at the beginning of the course.

Accommodations for Students with Disabilities:
The C. T. Bauer College of Business would like to help students who have disabilities achieve their highest potential. To this end, in order to receive academic accommodations, students must register with the Center for Students with Disabilities (CSD) (telephone 713-743-5400), and present approved accommodation documentation to their instructors in a timely manner.

REMEMBER:
ALWAYS ask if you have questions; I am here to help you learn!
DON'T BE SHY!!
Introduction to Entrepreneurship
ENTR3310
Fall, 2006
Class: 160MH, 1:00 – 2:30 PM, TTH
(Please bring a COMPLETED COPY of BOTH these documents with you on the first day of class)

NAME: _________________________________________________

NICK NAME (IF ANY):_____________________________________

STUDENT ID # _________________________________

ADDRESS:______________________________________________

CITY/ZIP:_______________________________________________

HOME #: ________________________ OFFICE # ____________________________

EMAIL ADDRESS(ES): __________________________________________________

HOW MANY HOURS ARE YOU TAKING THIS SESSION (IF MORE THAN THREE HOURS, PLEASE LIST COURSES): ____________________________________________

DO YOU WORK? IF YES, FULL TIME OR PART TIME? WHERE?
WHAT DO YOU DO? ____________________________________________
____________________________________________________________________

WHY ARE YOU TAKING THIS CLASS? WHAT WOULD YOU LIKE TO GET OUT OF IT? ____________________________________________
____________________________________________________________________

WHEN ARE YOU GRADUATING? ___________________________

IF I HAVE YOUR PERMISSION TO “PUBLISH” (WebCT) OR EMAIL YOU YOUR GRADES OR OTHER INFORMATION, PLEASE SIGN HERE: ___________________

IF NOT, PLEASE WRITE “I DO NOT WANT MY GRADES PUBLISHED”
Preface

The Bauer Code of Ethics and Professional Conduct (Bauer Code) is designed to reflect the values held by the C.T. Bauer College of Business (Bauer or Bauer College) faculty and students. Just as professionals in medicine, law, and accounting operate within ethical principals designed to maintain a high standard of behavior within each profession, business professionals also should be guided by a set of principles specific to the business community consisting of managers, executives, and business employees. Therefore, the Bauer Code reflects principles we believe should govern a student’s behavior while a Bauer College major. Most of these principles are also found as guides for behavior under the UH Student Handbook. Ultimately, Bauer’s reputation depends on the actions of its students and graduates. It is our hope that each Bauer College graduate applies these principles within his or her professional and personal lives both during and after college. Finally, it is expected that all Bauer College students (undergraduate, graduate, and Ph.D. students) adhere to the principles contained within both the Bauer Code, as well as the UH Student Handbook.

Student Attestation Statement

As students enrolled in courses offered by the Bauer College, you are expected to adhere to the ethical principles described in the Bauer Code, in addition to those required by the UH Student Handbook. Through its curricula and in extracurricular activities, the Bauer College strives to model ethical leadership. The following core principles of the Bauer Code reflect these ideals:

1) Bauer students shall maintain a high standard of academic honesty, set forth under the University of Houston’s Academic Honesty policy;
2) Bauer students shall display respect for other students, faculty, staff, and the Bauer environment; and
3) Bauer students shall display individual accountability and integrity.

Your responsibility is to understand fully all obligations under the Bauer Code, as well as the obligations set forth under the UH Student Handbook. Therefore, you are expected to read both this document and the standards of conduct for the University carefully. You will be asked to attest to your understanding and agreement with these principles.

Bauer Code of Ethics and Professional Conduct Principles

Principle 1 – Bauer Students Shall Maintain a High Standard of Academic Honesty

The University of Houston’s Academic Honesty Policy is strictly enforced by the Bauer College. A discussion of the policy is included in the UH Student Handbook, http://www.uh.edu/dos/hdbk/acad/achonpol.html. It is your responsibility to fully understand and comply with all principles contained within this Handbook. Furthermore, all Bauer faculty members are obligated to enforce the University’s policies on academic honesty and to follow the University’s procedures regarding such enforcement. The Bauer College administration fully supports all faculty members in enforcing these policies, including the policy regarding a student’s waiver of a departmental hearing on an academic honesty matter. A student has the right to accept a sanction suggested by the involved faculty member and approved by the departmental chair, in lieu of a departmental hearing.

The Office of Academic Program Management maintains a list of all Academic Honesty violations reported by each Bauer department. If a student chooses to waive a departmental hearing on the matter, the department chair presiding over the issue is obligated to contact the Office of Academic Program Management to determine whether the student’s name appears on the list of prior Academic Honesty violations. Waiver of a departmental hearing is allowed only if the student has no previous violations of the Academic Honesty policy.
Principle 2 – Bauer Students Shall Display Respect for Other Students, Faculty, and Staff, and the Bauer Environment

The way we treat our environment and other members of the Bauer College demonstrates how we value other people and the world in which we live. These ideals reflect how we later may treat our customers, clients, employees, and businesses. Many of these ideals are reflected within the UH Student Handbook (Expectations of Students for a Conducive Learning Environment, http://www.uh.edu/dos/hdbk/slpolicies/expectations.html; Posting Policies, http://www.uh.edu/dos/hdbk/slpolicies/postersolicit.html; Computing Facilities User Guidelines, http://www.uh.edu/dos/hdbk/relpolicies/computer.html; Disciplinary Code, http://www.uh.edu/dos/hdbk/slpolicies/disciplinarycode.html). The Bauer Code reinforces these ideals by providing examples of appropriate behaviors and an explanation regarding why these behaviors are expected within a learning environment.

1) Respect for Other Students, Faculty, and Staff

The classroom environment should be conducive to learning at all times. Therefore, it is important to display respect for other students and the instructor by demonstrating appropriate language, courtesy, and demeanor in class.

Further, certain behaviors are considered disruptive to the learning environment and/or constitute disrespect toward other students and faculty. Such behaviors include, but are not limited to:

a) Respect for other classes while in session. It is expected that all classes begin on time and end at the scheduled time. Therefore, entrance into a classroom before the prior class has officially ended is disruptive to the learning process and disrespectful to instructors and students attending the class in session. One should refrain from opening classroom doors until after the prior class session has ended.

b) Arriving late or leaving early without prior permission from the instructor. When a student arrives late or leaves early, attention is diverted away from learning toward the individual student arriving late or leaving early. Each student should wait until the instructor dismisses the entire class before packing belongings or leaving the classroom.

c) Unnecessary discussions with fellow students during classroom instruction. Unnecessary talking is disrespectful to the instructor whose purpose is to lead the learning environment and to other students who attend class to learn.

d) The use of cell phones or beepers during class. This includes allowing phones to ring, answering phone calls, checking email, playing games, etc. It is understood that there is the occasional need to have a cell phone/beeper remain in vibrate mode when, for example, family members are ill. It is not appropriate to accept calls from a student’s employer or prospective employer. Nevertheless, all cell phones and beepers should be turned off unless otherwise approved by the instructor. A good practice is to turn cell phones off at all times upon entering the Bauer grounds (or, alternatively, to put the cell phone on silent mode).

e) Performing activities which divert a student’s attention from the class discussions or lecture, such as reading newspapers or magazines; using electronic devices for non-classroom related purposes, such as playing games, surfing the internet, reading email, or working on another class’ homework; or other similar activities.

f) Failure to allow another student to fully express his or her opinion during class discussion, or showing disrespectful verbal or body language when another student expresses an opinion in class. You are encouraged to actively participate in each class discussion. The Bauer College is fortunate to have students with a diverse cultural background. The learning environment is enriched by each student’s expression of opinions during class. Thus, the classroom environment must be operated in a manner that encourages full participation from each student.

g) Inadequate preparation for class. The learning environment is enriched by each student’s thoughtful questions asked in class. However, when a student does not adequately prepare for class and asks remedial questions, time is wasted. Inadequate preparation is disrespectful to the instructor and other students in the class who have come prepared to discuss the day’s topics. Additionally, it is expected that students attend every class. In accordance with the policy set forth under the UH
Student Handbook, if a student’s absences are deemed excessive by his or her instructor, the student may be dropped from the course.

h) Making abusive or obscene comments or gestures to other students, faculty, or staff members both inside and outside the classroom environment. This includes sending abusive or offensive email or voice messages to other Bauer students, faculty, or staff.

i) Bringing individuals who are not officially enrolled in the course into the classroom unless approved in advance by the instructor, or attending a class for which a student is not officially enrolled.

Rationale: Each individual associated with the Bauer College deserves to be treated with respect both on and off campus. The behaviors above divert either other students’ or faculty’s attention away from the learning experience in the classroom. Therefore, these and other similar actions constitute a violation of the principle that we display respect for others.

2) **Respect for Bauer Property**

All Bauer College students should display respect for Bauer property at all times. This includes, but is not limited to:

a) Placing all trash and used newspapers in the proper receptacles.

b) Refraining from causing physical harm or damage to any Bauer property.

c) Reporting any untidiness of or damage to the classrooms, bathrooms, or hallways to the proper Bauer janitorial staff so that the grounds may be cleaned quickly.

d) Following the University’s guidelines regarding proper posting of informational materials by individuals or student organizations. These rules can be found at [http://www.uh.edu/dos/hdbk/slpolicies/postersolicit.html](http://www.uh.edu/dos/hdbk/slpolicies/postersolicit.html).

Rationale: The appearance of Bauer property reflects to visitors how Bauer students respect the Bauer College. If a potential employer visits the Bauer College and finds pristine classrooms, restrooms, etc., this shows that Bauer students respect themselves and their environment. Additionally, following the University’s guidelines regarding postings will help ensure that the Bauer College maintain its reputation as a professional organization. This may positively affect a future employer’s opinion about the quality of students at Bauer.

3) **Proper use of Bauer computer labs, libraries, or other educational resources**

All attempts to deprive others of equal access to a Bauer library or lab, classroom books, reference or other materials, equipment, or technology are considered to be a violation of the Bauer Code.

According to the Conditions of Use provided by the Bauer Labs, misuse of computing or information resources may result in the restriction of lab privileges. It is each student’s responsibility to abide by the rules set forth by the Bauer Lab, as follows:

a) Respect the right of others. This means that Bauer students must refrain from abusing, harassing, intimidating, threatening, stalking or discriminating against others through the use of computing resources. Additionally, students must not display offensive material while occupying a workstation within the Bauer Labs.

b) Adherence to all general Bauer College and UH Student Handbook policies regarding student conduct and academic integrity.

c) Proper management of student accounts. This means that students may not share their login name or password with other students or outsiders.

d) Proper management of Lab resources. For example, to terminate use of these resources appropriately, one must log off in a timely manner. Additionally, students must not leave a workstation unattended.

e) Obligation to report inappropriate, unethical, or illegal use of the Bauer Labs computing resources.

f) Use of Bauer Lab resources for academic activities only. The use of Bauer Lab resources for non-academic activities such as playing games and listening to music is prohibited.

Additionally, with respect to other Bauer resources, other similar actions are deemed to be in violation of the Bauer Code:

a) Retaining any Bauer materials for use by an individual or group, to the exclusion of other students.

b) Removal or attempt to remove Bauer materials from any departmental suite, lab, or classroom without authorization. This includes the unauthorized removal of any materials from a Bauer faculty or staff office.
c) Theft or destruction of books and articles or other library materials so others are deprived of equal access to these materials.

d) Efforts that intentionally damage or sabotage Bauer computer systems or classroom facilities.

e) Intentional disruptions of classes by inappropriately setting off fire alarms or by other methods.

**Rationale:** All Bauer facilities are provided only for research and academic purposes of the Bauer College. It is essential that each student exercise responsible and ethical behavior when using these resources. Therefore, any deprivation or impairment of access to Bauer materials, equipment, classrooms, or technology is a violation of the principle that all students should have equal and unencumbered access to all Bauer materials and services.

### 4) Use of Appropriate Attire During Certain Bauer Functions

Successful business people are those who present themselves in a professional manner in all respects, including attire. These individuals understand that there is appropriate attire for different situations. In fact, many businesses have determined that certain circumstances warrant “professional” or “business casual” dress and have provided employees general guidelines regarding these categories.

While the Bauer College does not require professional or business casual dress of its students while attending classes, students should exercise proper judgment in attire when attending functions such as Career Fairs, job or internship interviews, professional presentations in which a dress code has been established, corporate-sponsored presentations such as the Leadership and Ethics panel discussions, and other similar situations.

**Rationale:** There is an appropriate dress for each occasion, particularly those occasions in which prospective employers may be in attendance. Therefore, it is prudent to find out in advance if a certain type of dress is recommended before attending such functions. Adhering to appropriate dress codes for campus functions such as lecture series, presentations, or interviews demonstrates professionalism, a trait highly valued by all employers.

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**Principle 3 – Bauer Students Shall Display Individual Accountability and Integrity**

Individual accountability and integrity are key traits of persons who are successful in business. Therefore, the Bauer Code is designed to encourage similar behavior among its students.

1) **Responsibility to understand and adhere to all Principles contained within the Bauer Code and the UH Student Handbook**

Each student should strive for a high level of personal and professional accountability and integrity. Understanding all of the Bauer Code and UH Student Handbook principles is the first step in maintaining such accountability and integrity.

Additionally, all Bauer students should understand how the following situations warrant a high level of personal accountability and integrity:

a) *It is inappropriate to accept multiple offers of employment.*

**Rationale:** It is unethical to make a promise with the intent to break that promise. During the job interview process, a student may receive more than one offer of employment. Companies rely on a student’s promise to accept employment. If a student accepts more than one offer, the student must later rescind one of the acceptances. If a student breaks a promise to begin employment, the company must start its recruiting process again, incurring additional time and expense. Therefore, it is unethical to accept an offer from more than one employer with the intent to rescind one of the acceptances.

b) *All information on a student’s resume must be truthful.*

**Rationale:** Making false claims of educational achievements, skills, or other experiences reflects poorly on the student’s character, as well as on the Bauer College. When a company interviews a student for a job, the company relies on the representations made by the student when making its hiring decisions. A
misrepresentation on a resume causes a company to rely on false information which may cause the company to make a decision it might not have made without the false information.

c) A student must fully understand the course policies and requirements.

**Rationale:** It is the student’s obligation to ensure that he or she is aware of all obligations for each particular course. Each course is different and will have different policies regarding attendance, turning assignments, and classroom decorum. When in doubt, one should ask the instructor for additional guidance. Additionally, demanding special treatment from an instructor by requesting that the syllabus policies be waived for an individual student is inappropriate.

d) A student should fulfill all promises.

**Rationale:** It is the student’s obligation to fulfill any obligation undertaken. For example, if a student makes an appointment for an interview with a prospective employer (or meeting with an instructor), the person to whom the promise was made may act in reliance on that promise by rescheduling other appointments, making travel arrangements, or incurring other expenses related to the interview or meeting. If an emergency warrants the student’s absence, the student is obligated to promptly convey his or her apology and reason for missing the appointment. If a student does not promptly notify the other party regarding the reasons for his or her absence, the lack of personal accountability reflects poorly on both the student as well as the Bauer college as a whole.

2) Responsibility to encourage compliance with and take appropriate action when violations of the Bauer Code are discovered.

Each student should encourage compliance with the Bauer Code as well as take appropriate action when discovering violations of the Bauer Code.

**Rationale:** If a student discovers a possible violation and takes no action, such passive observation constitutes encouragement of the violation and is, in itself, considered a violation of the Bauer Code. In this case, a student is obligated to report the behavior to the instructor involved or another appropriate Bauer faculty or staff.

Further, academic dishonesty harms each student in the class and in the Bauer College who put forth an honest effort to complete the assignment, quiz, exam, paper, or other material for the course. When a person commits an act of academic dishonesty, the integrity of the entire Bauer College grading and honor system is comprised. Further, if a student fails to report an act of academic dishonesty, such failure to act creates an environment in which dishonest students are allowed to devalue all honest students’ achievements, as well as the Bauer degree.

For example, if an instructor requires students to work as individuals only on a take home exam or assignment, it is expected that students shall not discuss the exam or assignment with other individuals. If one student attempts to discuss the assignment or exam with another student, the other student is obligated to report the situation to the instructor of the course.

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**Enforcing the Bauer Code of Ethics and Professional Conduct**

**Students’ responsibility to enforce the Bauer Code**

All students observing a violation of the Bauer Code are obligated to report the incident to the instructor involved, or to an appropriate faculty or staff if the alleged act is not associated with a specific class.
Faculty and staff responsibility to enforce the Bauer Code

Each faculty or staff member who discovers a violation of the University’s Academic Honesty policy is obligated to follow the procedures set forth by the University. The Bauer administration fully supports all faculty and staff members in adhering to these rules.

If a violation of Principles 2 or 3 of the Bauer Code occurs within a particular classroom, the involved instructor shall handle the issue. If, however, there are instances of repeated violations of these principles within a particular classroom, or the situation occurs outside the classroom, faculty and staff are encouraged to report the situation to the Dean of Students Office.

Additionally, it is appropriate for misconduct related to appropriate attire be handled by the sponsor of the affected Bauer function, and misconduct related to interviewing etiquette be handled by Career Services if the situation arose through the use of Career Services.

Ethics Advocates

A group of students and faculty members shall be appointed by the Dean of the Bauer College to serve as Ethics Advocates.

Ethics Advocates are charged with the following responsibilities:

1) Assisting in Bauer Code revisions and approval processes;
2) Facilitating distribution of the Bauer Code to all segments of the Bauer College communities;
3) Assisting in the development and distribution of Bauer business ethics programs and informational materials; and
4) Representing the Bauer College at functions such as Leadership and Ethics Week and other business ethics functions sponsored by the Bauer College.

Student Attestation Statement

I have read AND understand the Bauer Code of Ethics and Professional Conduct and agree to comply with Bauer College’s expectations of its members to act in accordance with the core principles and ethical behaviors described in the Bauer Code.

________________________________
TYPE your full name

________________________________
SIGN your full name

________________________________
Today’s date

________________________________
Student identification number