THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

ECON 125 – Intro to Entrepreneurship

ECON 125-001 - Spring 2024
The University of North Carolina at Chapel Hill

Course Information

Credit Hours: 3.00

Pre or Co-Requisites: None

Meeting Pattern: TTH 3:30 am – 4:45 pm

Target Audience: Undergraduate students interested in exploring entrepreneurship

Course Number: 12305

Instructional Format: in-person

Classroom or Location: Carroll Hall 111

Instructor and teaching assistants Information

Names

Professors: Susan Greene and Vickie Gibbs

Teaching Assistants (TAs): Bryce Aaron (Undergraduate TA), Anna Scott Arnold (Undergraduate TA), Caroline Shubel (Graduate TA), Yu Luo (Graduate TA)

Email Address

Professor Greene: susanpg@email.unc.edu

Professor Gibbs: vickie.gibbs@unc.edu

Undergraduate TAs: baaron@unc.edu, asarnold@unc.edu

Graduate Tas: cms0329@ad.unc.edu, luoyu119@live.unc.edu

Office Location

Entrepreneurship-Suite (Gardner 104)

Office Hours

● **Susie Greene:** Office hours will typically be Thursday 1:00 – 3:00 pm on Zoom or in person, (except for on coaching days the times will be from 12:00 – 2:00 pm). Sign up for time using this link: https://calendly.com/susan-150/professor-greene-office-hours-sign-up

- **Vickie Gibbs:** Office Hours are 1:15 – 3:00 on Tuesdays and can be scheduled in person or virtual via the Calendly link: https://calendly.com/vickie-gibbs/30min.
- **All TAs:** Feel free to reach out to any of the TAs to set up a time to meet via Zoom. They will be happy to answer questions, help with projects, or just chat. TAs will respond to emails and messages within 24 hours, except on weekends.

Roles

Specific questions in the following categories should be directed to the respective point of contact:

- **Schedule/ Team Formation:** Bryce

- **Coaches:** Anna Scott

- **Technology/ Tools:** Bryce

- **Canvas:** Caroline

- **Quizzes and Administration of Tests:** Yu

- **Attendance:** Caroline

- **Team Formation, Peer Review, and other Surveys:** Vickie

Absence Request Process

In order to receive an excused absence, please fill out this form (https://forms.gle/hAovBkhJyKpsph9R8). This form includes submission of documentation. If you do not yet have documentation, you can submit the request and then follow up with another form submission with the appropriate documentation. See the Class Absence Policy section on page 9 for details about what situations will be approved for an excused absence, and see the Grading section on page 8 for details about how attendance will affect grades.

Contact Caroline for any questions/concerns (you do not need to contact her after filling out the form).

COURSE CONTENT

Course Description - Welcome to Introduction to Entrepreneurship

This is a class that will likely be very different from most classes you have experienced. Over the course of the semester, students will be exposed to building the foundational skills to identify and develop innovative entrepreneurial venture ideas. Students will learn about innovating, marshaling limited resources, inspiring teams, and persisting through challenges and uncertainty, often by trying, learning from what happens, and trying something better. Inherent in the process, students will be exposed to the skills, joys, and frustrations of being an

entrepreneur. The class employs experiential methods of teaching so students will be learning by doing as they develop the skills, tools, and mindsets that will help them in their entrepreneurial path both in organizations they start or join, as well as in their personal life.

In this syllabus, we explain what we expect you to learn, how the class will be organized and graded, and what you can expect from the instructional team to help you achieve your objectives. However, be prepared for changes to the schedule as we go along. After all, this is a course on entrepreneurship, which is all about embracing change, adaptation, and iteration. Don't forget to keep checking the schedule! We will announce any changes on Canvas as early as possible, but please check the schedule on a weekly basis.

The Course

An entrepreneur has been defined as one who identifies an opportunity, gathers the necessary resources, creates a project or venture, and takes ultimate responsibility for its success. This course will explore key steps in the entrepreneurial life cycle. It will also provide you with an opportunity to apply the knowledge you gain to a project or venture you will develop as part of a team.

The class will employ several distinctive learning approaches including the following:

1. **Required Out of Class Virtual Sessions:** Coming into every class there will be an assigned Virtual Session that you must complete by the noted due date for that class. The Virtual Session for each class will be posted on Canvas. The materials that are covered in the Virtual Session are designed to provide a deeper understanding of the content we are covering and to prepare you to actively participate in class and with your team. There will be a quiz before each class on the material covered in the virtual session for that class. Quizzes need to be completed on Canvas by the respective due date and time before class. Questions based on the content in the Virtual Sessions will also appear on the midterm and final exams. Cheating doesn't help anyone, so do your own individual work.

2. **Outside Speakers and Lecturers:** We have arranged to expose you to an extraordinary group of outside speakers and lecturers. Questions based on these lectures and key points or take-aways made by the speakers may appear on the midterm and final exams.

3. **Team Project:** The team project is central to achieving the learning outcomes. It allows you to apply what you learn from the Virtual Sessions, in-class lectures and experiences, and the speakers. It also forms the basis for a series of project "deliverables" that are turned in according to a timeline provided by the instructors (found in the schedule). A detailed explanation of the project deliverables and the timeline will be reviewed in class and posted on Canvas. At the end of the semester, we will have a competition for the best projects with a final "bake-off."

4. **Coaching Sessions:** There are 6 coaching sessions that are distributed throughout the semester, during normal class times (Tuesdays and Thursdays 3:30 - 4:45 pm). In these sessions you will meet with 3-4 other teams and 1-2 coaches. The purpose of these sessions is to provide individualized feedback to each of the teams, and provide a more interactive way to explore the content. Each of these coaching sessions is designed around a team homework assignment, and active participation in the coaching sessions will enable not only a deeper understanding of the material, but also assistance in successfully completing the assignment. Attending these sessions is required, and if you are not able to attend a coaching session, you will need to submit for an excused absence if you do not wish that to count against your total absences for the semester.

Overview of Student Learning Outcomes

Over the course of the semester you will experience and engage with content that is designed to yield the following outcomes:

- Cultivate the skills that students will need to have to be successful in the workforce of the future—communication, collaboration, critical thinking, curiosity and creativity, negotiation, cognitive flexibility, responsibility and conflict management.

- Learn and apply core methodologies, leading edge frameworks and entrepreneurial vocabulary that are foundational to identifying, building and scaling an entrepreneurial venture.

- Participate in a diverse team that will build the skills for how to cultivate, and lead high team performance, while going through cycles of ambiguity and adversity.

- Apply the principles of Human Centered Design as a foundation for exploring and developing ideas and ventures.

- Experience iterating and pivoting early and often, and embracing a mindset of experimentation, through on-going development and testing of assumptions and hypotheses.

- Learn how to research and synthesize data, both primary and secondary, about the customer, market, industry, and competitive environment into meaningful insights that inform development of a venture idea.

- Define a clear and compelling and unique value proposition that meets a customer need in a meaningful and relevant way.

- Determine feasibility of venture ideas through development of a business model canvas and a high level financial analysis.

- Understand various options for how to finance a venture, along with how to access those resources.

- Learn how to share your ideas and tell the story of your entrepreneurial venture so that people will care and want to support you with their treasure, time and talent.

Course Framework

The framework for the class is built on core foundational principles that will be interwoven into a set of four core modules over the course of the semester. We will be combining theory with hands-on practice over the course of the semester.

Entrepreneurial Foundational Underpinnings

- Customer Centered
- Learning and Entrepreneurial Mindset
- High Performing Teams

Core Modules

- Opportunity Identification
- Prototyping, Testing and Iterating
- Feasibility and Viability
- The Art of the Pitch

The class has been designed to be interactive and engaging through the Virtual Sessions before each class, experiential learning in the classroom, our unique approach to pairing entrepreneur coaches with student teams

throughout the semester, along with bringing in outside speakers that will be sharing their stories and insights. Every learning experience that is built into the curriculum has been intentionally chosen because it reinforces the desired learning outcomes and the curriculum framework.

Course Required Texts & Materials

Pre-Class Virtual Sessions (links accessed on Canvas)
Much of the content for the course is provided through Virtual Sessions posted for each class on Canvas. These lessons will give you a foundational understanding of entrepreneurship and innovation. The content for each virtual session will enable us to dig deeper into concepts and experiential learning during our time together in the classroom. Spending time to go through all the material in these virtual sessions in advance of each class is critical in order for you to be successful in this class.

Technology and Materials
- **Canvas:** Most of the course materials will be posted on Canvas, including announcements and updates to class schedule. Please check the Canvas site if you have any questions before reaching out to the TAs and professors.

- **UNC Check-In App:** Throughout the course, attendance will be recorded via a geolocating system that uses location services to send a notification to your mobile device. You will confirm that you are in attendance on your mobile device for each class. This system cannot track your location, store your location anywhere, or share it with anyone. See more on the attendance policy below. Please ensure that you have downloaded the UNC Check-In App. Steps to activate the geolocating system can be found via the link: https://unccheckin.unc.edu/.
    - To successfully use the Check-In App, make sure that:
        - You are connected to UNC's eduroam wifi
        - Your mobile device has bluetooth activated
        - You are in THE CLASSROOM
        - If you are following all of these steps, and the app is not working for you, see Anna Scott (Undergrad TA) and provide her with your onyen at the end of class to manually check in.

- **Poll Everywhere:** During each lecture, we may ask you to participate in a few polls via Poll Everywhere.. Register for an account, if you haven't already, at: https://www.polleverywhere.com/register?p=1jac-1a5v. The username to join this course is "econ125s24". Alternatively, you can join using this link: pollev.com/econ125s24. For additional guidance, follow this help page: www.polleverywhere.com/support/articles/audience-registration/registration.

- **Zoom:** You need to set up your Zoom account with your UNC email. There is the potential that some of the lectures and office hours will be conducted via Zoom. It is essential that you attend the virtual lectures with your UNC Zoom account so that your attendance is correctly recorded for these lectures. If a lecture is virtual, we will announce it ahead of time via Canvas and email.

Class Expectations

What We Expect of You
Attend class and coaching sessions, complete Virtual Session assignments, engage with in-class discussions and exercises, actively participate as a team member in developing the class venture project, and ask for help when you need it.

To encourage active engagement in-class lectures, we ask you to pay full attention and complete pop-up polls during designated lecture periods. We will explain in class how to participate in the polls via Poll Everywhere.

What You Can Expect of Us
We will be well-prepared for each class, answer your questions, and facilitate discussion and active learning. In short, we want you to succeed in this course and hope to pave the way for your participation in additional courses in innovation and entrepreneurship.

IDEAs in Action General Education Curriculum

IDEAs in Action - Creative Expression, Practice, and Production (FC-Create)

Student Learning Outcomes:
1. Compose, design, build, present, or perform a work that is the result of immersion in a creative process using appropriate media, tools, and techniques.
2. Explain the roles and influences of creativity, technologies, materials, and design processes in the creation of knowledge, expression, and effective solutions.
3. Evaluate their own and others' creative work to demonstrate how critique creates value in creative domains.

Questions for Students:
1. What processes and practices can I use to produce meaningful expression or effective solutions with lasting impact?
2. How does collaboration and teamwork change or enhance the creative process?
3. How does a design strategy affect or enhance the creation and evaluation of a work of value?

Course Assignments, Assessments, & Grading

Assignments, Assessments, & Grading Descriptions
Please refer to the class Canvas for the most updated due dates and course assignments as they may shift as the semester progresses: https://canvas.instructure.com.

Grading
With over 40 teams, in order to get assignment grades returned as quickly as possible, we will provide some feedback but it will not be lengthy. We strongly encourage students to get to know the TAs and Professors. We are very accessible and available to provide more detailed feedback - either through office hours or scheduling time for a call or a Zoom meeting. Your final grade will be determined in the following way.

- **Group Project (40%):** The class will be divided up into teams of 4-5 members each. Each team will undertake a project of their choice. The project will include a set of deliverables that will be submitted over the course of the semester. Project details and timelines will be reviewed in class and posted on Canvas. Each team will be assigned an experienced entrepreneur as a coach and that coach will work with the team throughout the semester. At the end of the semester, each team will participate in a competition where they must "pitch" their

idea to their coach and a group of their peers. The winning teams will participate in a final in-class "bake off" on the last day of class.

- ○ **Peer Reviews:** A core component of this class is working with your team on your project over the course of the semester. Active participation by all team members is critical! Team members who are not actively engaged and proactively seeking to provide value to the team will see their project grade affected. We will conduct two peer reviews—a mid-point review after the midterm exam and a final review after the class ends. These peer reviews enable team members to anonymously provide feedback to one another and to keep each member accountable. The goal of the mid-point review is to provide feedback regarding each student's standing in team contribution but will not affect your grade. The final review has the potential to impact your individual grade for the group project.

  - ■ How your final peer review impacts your individual grade for the group project: If you receive an outstanding final peer review score from your team members, you have the potential to receive bonus points (5 percentage points) for your individual group project grade. If your final peer review score is excessively low, penalty points (10 percentage points) will be deducted from your individual group project grade. For a majority of teams, the group project grade will be the same for everyone in the same team.

- ○ **Assigned Seating:** Throughout the course, your team will have an assigned section of seats in the lecture hall for collaborative purposes. Once teams are assigned we will share the assigned seating chart. *If you need any special accommodations please let the professors or TAs know and we will do our best to accommodate your needs.*

- ○ **Late Assignments:** Assignments submitted late will result in the following,
  - ■ If submitted within the first 24 hours after the deadline, 30 percent will be deducted from the assignment's grade.
  - ■ If submitted after the first 24 hours, 50 percent will be deducted from the assignment's grade.

- **Exams (35%)**

  - ○ **Midterm Exam (15%):** The midterm exam will consist of multiple-choice questions to assess comprehension of the concepts covered to this point in the course. The exam will be administered as a means of monitoring your progress and allowing for continuous improvement.

  - ○ **Final Exam (20%):** The final exam will largely follow the format of the midterm and will be designed to test the concepts and skills we have covered during the semester. It will be a cumulative exam with a heavy emphasis on the latter half of the semester. The final exam is administered on Thursday, May 9th at 4:00PM.

  - ○ **Missed Exams:** Make-up exams are not permitted for unexcused absences. Students who fail to attend an exam will be given a grade of zero for the exam. You are forewarned to schedule your time properly and make proper arrangements for potential conflicts. If you must miss the midterm or the final exam due to an University-Approved Absence such as illness or death in the family, you must contact one of the instructors (not a teaching assistant) prior to the administration of the exam and provide the documentation of the University-Approved Absence. A make-up exam may be administered for individuals with approved excuses.

- **Virtual Sessions & Quizzes (15%)**

  - **Virtual Session Assignments:** A virtual session has been developed for each class, which uses a combination of content in the form of videos, articles, cases, interactive assessments, and other mediums. Prior to each class, students will be responsible for completing the virtual session assignment for that class. Links to the virtual sessions will be provided in Canvas.

  - **Quizzes:** The grade for this part of the curriculum is based on student performance on the virtual session quizzes taken prior to each class on Canvas. The lowest grade on 2 of the quizzes will be dropped.

- **Attendance (10%)**

  - Attendance at all class and coaching sessions is required. What you learn in class is applied to the project and students who are not present are not able to productively engage with and contribute to the team. Especially in an area like entrepreneurship, learning occurs through interaction. Your attendance can potentially affect your peer review for the group project, as we do provide time in class to work on the group project.

  - It is expected that each student be prepared for class, including having completed the virtual session, along with the associated quiz, for that class plus any assigned material. All students are expected to attend all classes in person in order to be counted present. In addition, students are expected to arrive on time to class in person or virtually. Missing classes, tardiness or leaving early will negatively affect your class attendance grade. We will take daily attendance through the UNC check in app discussed above. Attendance during coaching sessions is monitored by coaches.

  - Please review the details in the next section of the Class Absence Policy to clearly understand what is considered an excused absence and how to communicate this to the teaching team.

- **Grading Scale:** The actual letter grade you will earn for the course will be based on a grading scale to be finalized after the final exam and the final project, and at the instructor's discretion.

Numeric Grade (%)	Letter Grade	Numeric Grade (%)	Letter Grade
93.0 and above	A	77.0 - 79.99	C+
90.0 - 92.99	A-	73.0 - 76.99	C
86.0 - 89.99	B+	70.0 - 72.99	C-
83.0 - 85.99	B	67.0 - 69.99	D+
80.0 - 82.99	B-	60.0 - 66.99	D
		59.99 and Below	F

- Letter grades are computed from the total points earned during the semester and assigned based on the scale given above. There is no maximum number of A's or B's awarded. Due to the size of the class, this grade scale is

firm. In other words, if you earn an 89.99%, you will receive a B+. *No rounding up or extra credit of any kind is given to adjust grades at the end of the semester.*

Class Absence Policy

In addition to University Absentee Policy, ECON 125 has some of its own policies, procedures, and rules. The class policies are inclusive of the University policies. The policies are as follows:

- You are responsible for your attendance being recorded properly for grading. This includes:

    - Checking in with the UNC Check-In app when requested in each class.

    - Reporting any tech issues with the UNC Check-In app during that class at the end of class (come up and check in with the TA).

    - Reporting your attendance to your coach in coaching sessions.

    - Checking to ensure your attendance is properly recorded in Canvas once a week. The Grad TA in charge of attendance will be uploading the attendance from the prior week by Monday of each week. If you check your attendance and it was not recorded correctly, email the Grad TA in charge of attendance.

    - NOTE: <u>We will only address any tech or other issues with attendance not being recorded correctly if it is reported within 30 days of the absence in question</u>. If it is reported after 30 days, that absence will be an unexcused absence. This is why you need to check your attendance in Canvas regularly to ensure that any issues are addressed in a timely manner.

- <u>You are allowed 2 unexcused absences.</u> There are a multitude of reasons why students have to miss class which we completely understand and is why we allow for 2 unexcused absences. Unexcused absences include being sick but not having a doctor's note. We encourage you to not use up your 2 allowed unexcused absences early in the semester as unexpected events happen and you want to be able to use your 2 allowed unexcused absences for those situations. If you have 3 unexcused absences, you will lose 50% of your attendance grade. More than 3 unexcused absences and you will get a zero for attendance (which equates to a full letter grade reduction in your final grade). In summary,

    - 2 or fewer unexcused absences = 100% of attendance grade.
    - 3 unexcused absences = 50% of attendance grade.
    - 4+ unexcused absences = 0% attendance grade.

- In order to receive an approved excused absence for ECON125, you will need to submit an absence request via an online [form](https://forms.gle/hAovBkhJyKpsph9R8): https://forms.gle/hAovBkhJyKpsph9R8.

- Situations which would provide an excused absence are as follows:

    - **Illness:** <u>If you are sick and need to miss class, you must submit an excused absence request within 48 hours following the missed class.</u> You will also need to provide a Doctor's note to qualify for an excused absence, which you will upload into the Google form.. Without a doctor's note, a missed class for being sick will count as an unexcused absence.

    - **Personal or family emergency:** Please notify us in advance if possible. We understand that things happen in life and you may need to prioritize accordingly. When you are able to, please submit an

absence request via the Google form. Please keep in mind that you will need to submit any assignments due and make up quizzes.

- **Out of town interviews:** Limited to 1 approved absence and only if notified in advance along with documentation showing evidence of the out of town interview on the date of class. We know people need to get internships, jobs, etc. but if you don't notify us in advance, it will be unexcused. You will need to submit any assignments due and make up quizzes.

- **Religious holiday observance.**

- **Varsity athletic participation.**

- **Important Note:** For all absences, we will only count it as excused only if you get an University Approved Absence. "Oh I was sick that day" or "I was in Charlotte for an interview" emails will not be accepted. This is non-negotiable.

- If you have any questions about absences, please submit those to the Grad TA responsible for attendance.

- If we find that you have had someone else complete the check-in app attendance for you (or otherwise gamed the system), you will receive a grade of "F" for the course and the matter will be sent to the Honor Court.

- This course is a synchronous, in-person class. Upon registering for the course, you agree to the attendance rules and you are responsible for being in class. In the event we are holding class virtually, you are responsible for ensuring internet connectivity, Zoom functionality, and other technology accessibility. For any tech issues, you should resolve these before each class. The link below provides information on how to ensure internet service (and how to acquire university support): https://sonportal.unc.edu/remote-working-checklist-for-faculty-and-staff/

COURSE SCHEDULE

Dynamic Schedule
The Schedule will be updated throughout the Semester, and can be found on Canvas under the Modules Tab in Course Information. Be careful not to download or print v1.0 of the schedule and use that for the remainder of the semester. Changes to assignments, locations, readings, etc. do occur. We use email and class notifications on Canvas to let you know of changes. You should check the schedule on a weekly basis and always check the most updated version!

POLICY STATEMENTS

Academic Policies

Late Assignment Policy

Assignments due at 11:59pm will be considered late at 12:00am. Do not wait until the last minute! Assignments submitted late will result in the following:

1. If submitted within the first 24 hours after the deadline, 30 percent will be deducted from the assignment's grade.
2. If submitted after the first 24 hours, 50 percent will be deducted from the assignment's grade.

Communication

We communicate a lot in this class. Seriously, a lot. We will be using Canvas and email to facilitate communication and to post about various resources needed for class. Please read all emails/ messages that originate for ECON 125. "I missed the email or posting" is not an acceptable excuse for missed work, readings, assignments, etc.

The best way to reach the professors and the TAs is via email. You may expect to receive a reply within 48 hours from the professors (except during weekends or if you receive an Out-of-Office reply). You can expect a reply from the TAs within 24 hours, except on the weekends. We ask that you reply to emails promptly as well when a response is expected.

Recording Policy

The University may record meetings of this class for educational purposes. These recordings will be shared only with students enrolled in the course for purposes of academic instruction only. All recordings will be available on Canvas under the Panopto tab. Unauthorized student recording of classes on personal devices or on any other format is prohibited. Students requesting the use of assistive technology as an accommodation should contact Accessibility Resources & Service. Other students must obtain express permission from the department to record the class, and the University will only grant such permission in extraordinary circumstances in which the student otherwise lacks access to a recording made by the University or instructor. Students shall not copy, reproduce, or distribute any recordings of their classes, and students shall delete any recordings at the conclusion of the course. Any violation of these prohibitions or restrictions on the making, use, copying, or distribution of recording of classes shall constitute an honor code violation.

University Class Attendance Policy

University Policy: As stated in the University's Class Attendance Policy, no right or privilege exists that permits a student to be absent from any class meetings, except for these University Approved Absences:

1. Authorized University activities: University Approved Absence Office (UAAO) website provides information and FAQs for students and FAQs for faculty related to University Approved Absences.
2. Disability/ religious observance/ pregnancy, as required by law and approved by Accessibility Resources and Service and/or the Equal Opportunity and Compliance Office (EOC).
3. Significant health condition and/or personal/ family emergency as approved by the Office of the Dean of Students, Gender Violence Service Coordinators, and/or the Equal Opportunity and Compliance Office (EOC). Instructors may work with students to meet attendance needs that do not fall within University approved absences. For situations when an absence is not University approved (e.g., a job interview, illness/ flu or club activity), instructors are encouraged to work directly with students to determine the best approach to missed classes and make-up assessment and assignments.

Honor Code Statement

All students are expected to follow the guidelines of the UNC Honor Code. In particular, students are expected to refrain from "lying, cheating, or stealing" in the academic context. If you are unsure about which actions violate the Honor Code, please see the professors, or consult studentconduct.unc.edu.

Artificial Intelligence (AI) Use Policy

The following uses of generative AI tools are permitted in this course; if you decide to use AI tools in this class, please carefully read these guidelines to ensure compliance:

- **Generative AI is extremely useful; however, it has the following limitations:**
    - How output is arrived at is not clear as the internal processes used to produce a particular output within the generative AI cannot be determined.
    - The output is based on existing data (often scraped from online sources) and may reflect biases that should be acknowledged; it may also be inaccurate or entirely fabricated, even if it appears reliable or factual.
    - AI evokes a range of intellectual property concerns; sourcing and ownership of information is unclear, and the status of AI output raises numerous questions—e.g., is output equivalent to a published resource? What citational responsibilities are in place for various AI interactions?

- **Use of generative AI in your coursework is based on the following principles:**
    1. *AI should help you think. Not think for you.*
        - Use these tools to give you ideas, perform research (in compliance with point 2 below), and analyze problems.
    2. *Engage with AI Responsibly and Ethically:*
        - Engage with AI technologies responsibly, critically evaluating AI-generated outputs and considering potential biases, limitations, and ethical implications in your analysis and discussions. Utilize AI technologies ethically, respecting privacy, confidentiality, and intellectual property rights. Ensure that the data used for AI applications is obtained and shared responsibly and in compliance with relevant regulations.
    3. *You are 100% responsible for your final product.*
        - You are the user. If the AI makes a mistake, and you use it, it's your mistake. If you don't know whether a statement about any item in the output is true, then your responsibility is to research it. If you cannot verify it as factual, you should delete it. You hold full responsibility for AI-generated content as if you had produced the materials yourself. This means ideas must be attributed, facts are true, and sources must be verified.
    4. *The use of AI must be open and documented.*
        - The use of any AI in the creation of your work must be declared in your submission and explained. Details on how to source your AI usage are explained below.
- **AI Guideline Specifics**
  Not following these guidelines may be a reportable violation to the UNC Honor Court

    - **Assignments**
        - <u>Writing and Presentation:</u> In principle, you may submit material that contains AI-generated content, or is based on or derived from it, if this use is properly documented. This may include

drafting an outline, preparing individual sections, combining elements, removing redundant parts, and compiling and annotating references. Your documentation must make the process transparent – the submission itself must meet the relevant standards of attribution and validation.

- Multimedia Assignments: In principle, you may submit material that contains AI-generated content, or is based on or derived from it, if this use is properly documented. This may include the generation of images, audio, music, video, etc. Your documentation must make the process transparent – the submission itself must meet the relevant standards of attribution and validation.

- Readings and Discussions: Generative AI can be used to analyze readings. However, you must also do the readings. Generative AI analysis is not a substitute for reading the works themselves. Similarly, participating in online discussions of readings requires that you provide your own contributions. Unless I specifically allow it, do not generate responses to readings using AI.

- Research: If you use AI to support your research, you must account for and document your use. Possibilities include topic brainstorming, search assistance, source evaluation, and summaries and source documentation. Track your use of AI throughout these stages, and then document this assistance as you submit the project. Any material generated through AI in your projects should also be documented in your citations.

- In-Class Activities: Instructions on the appropriate use of AI for in-class activities will be provided by me.

- Written & Oral Exams: Unless I explicitly grant permission, the utilization of AI tools is prohibited and could potentially constitute a reportable violation to the UNC Honor Court. If the use of AI tools is explicitly permitted, you are required to adhere to the guidelines concerning AI citation, verification, and clarity as outlined below.

- **Sourcing Use of AI**
  - Accuracy: Generative AI may invent both facts and sources for those facts. Verification is your responsibility, whether the source of the error is you or the AI makes no difference. You need to check the facts, the quotes, the arguments, and the logic, and document what you did to validate your material.
  - Attribution: All ideas that are not originally your own have a source and that source must be attributed. Please be aware that generative AI tends to invent sources. You have a two-fold obligation with respect to attribution:
    1. If a source is identified, find and attribute the original source of the idea, identify the location of the text within the source, and provide a working link to the location (if the source is available online). If you are not able to locate the source, delete that content.
    2. Document the process by explaining how you used generative AI in a work statement that will accompany your submission of major projects in the class. As you submit a project, develop, and include an appropriate version of the below statements:
       - "I attest that this project did not use AI at any stage in its development or in the creation of any of its components."
       - "I attest that this project made use of AI in the following ways:"
         - And then cite the ways you used AI

Syllabus Changes

The instructor reserves the right to make changes to the syllabus including project due dates and test dates. These changes will be announced as early as possible.

Acceptable Use Policy

By attending the University of North Carolina at Chapel Hill, you agree to abide by the University of North Carolina at Chapel Hill policies related to the acceptable use of IT systems and services. The Acceptable Use Policy (AUP) sets the expectation that you will use the University's technology resources responsibly, consistent with the University's mission. In the context of a class, it's quite likely you will participate in online activities that could include personal information about you or your peers, and the AUP addresses your obligations to protect the privacy of class participants. In addition, the AUP addresses matters of others' intellectual property, including copyright. These are only a couple of typical examples, so you should consult the full Information Technology Acceptable Use Policy, which covers topics related to using digital resources, such as privacy, confidentiality, and intellectual property. Additionally, consult the Safe Computing at UNC website for information about data security policies, updates, and tips on keeping your identity, information, and devices safe.

Data Security & Privacy

UNC-Chapel Hill Privacy Statement: Canvas's Discussion Forum, Assignments, DropBox, Gradebook, and Tests & Quizzes tools are designed to share FERPA-protected information privately between instructors and individual students.

Grade Appeal Process

If you have any concerns with grading and/or feel you have been awarded an incorrect grade, please discuss it with one of the professors as soon as possible. If we cannot resolve the issue, you may talk to our director of undergraduate studies or department chair.

Services & Student Support Policies

Accessibility Resources & Services (ARS)

Accessibility Resources and Service (ARS – ars@unc.edu) receives requests for accommodations, and through the Student and Applicant Accommodations Policy determines eligibility and identifies reasonable accommodations for students with disabilities and/or chronic medical conditions to mitigate or remove the barriers experienced in accessing University courses, programs and activities. ARS also offers its Testing Center resources to students and instructors to facilitate the implementation of testing accommodations. Faculty and instructors with any concerns or questions about accommodations and/or their implementation, are invited to reach out to ARS to discuss.

Counseling & Psychological Services (CAPS)

UNC-Chapel Hill is strongly committed to addressing the mental health needs of a diverse student body. The Heels Care Network website is a place to access the many mental health resources at Carolina. CAPS is the primary mental health provider for students, offering timely access to consultation and connection to clinically appropriate services.

Go to their website or visit their facilities on the third floor of the Campus Health building for an initial evaluation to learn more. Students can also call CAPS 24/7 at 919-966-3658 CHECK NUMBER for immediate assistance.

Title IX Resources

Any student who is impacted by discrimination, harassment, interpersonal (relationship) violence, sexual violence, sexual exploitation, or stalking is encouraged to seek resources on campus or in the community. Reports can be made online to the EOC at https://eoc.unc.edu/report-an-incident/ or by contacting the University's Title IX Coordinator (Elizabeth Hall, titleixcoordinator@unc.edu) or the Report and Response Coordinators in the Equal Opportunity and Compliance Office (reportandresponse@unc.edu). Confidential resources include Counseling and Psychological Services and the Gender Violence Services Coordinators (gvsc@unc.edu). Additional resources are available at https://safe.unc.edu/.

Policy on Non-Discrimination

The University is committed to providing an inclusive and welcoming environment for all members of our community and to ensuring that educational and employment decisions are based on individuals' abilities and qualifications. Consistent with this principle and applicable laws, the University's Policy Statement on Non-Discrimination offers access to its educational programs and activities as well as employment terms and conditions without respect to race, color, gender, national origin, age, religion, genetic information, disability, veteran's status, sexual orientation, gender identity or gender expression. Such a policy ensures that only relevant factors are considered, and that equitable and consistent standards of conduct and performance are applied. If you are experiencing harassment or discrimination, you can seek assistance and file a report through the Report and Response Coordinators (email reportandresponse@unc.edu or see additional contact info at safe.unc.edu) or the Equal Opportunity and Compliance Office at https://eoc.unc.edu/report-an-incident/).

Diversity Statement

We value the perspectives of individuals from all backgrounds reflecting the diversity of our students. We broadly define diversity to include race, gender identity, national origin, ethnicity, religion, social class, age, sexual orientation, political background, and physical and learning ability. We strive to make this classroom an inclusive space for all students. Please let us know if there is anything we can do to improve. We appreciate any suggestions.

Undergraduate Testing Center

The College of Arts and Sciences provides a secure, proctored environment in which exams can be taken. The center works with instructors to proctor exams for their undergraduate students who are not registered with ARS and who do not need testing accommodations as provided by ARS. In other words, the Center provides a proctored testing environment for students who are unable to take an exam at the normally scheduled time (with pre-arrangement by your instructor). For more information, visit http://testingcenter.web.unc.edu/.

Learning Center

Want to get the most out of this course or others this semester? Visit UNC's Learning Center at http://learningcenter.unc.edu to make an appointment or register for an event. Their free, popular programs will help you optimize your academic performance. Try academic coaching, peer tutoring, STEM support, ADHD/LD services, workshops and study camps, or review tips and tools available on the website.

Writing Center

For free feedback on any course writing projects, check out UNC's Writing Center. Writing Center coaches can assist with any writing project, including multimedia projects and application essays, at any stage of the writing process. You don't even need a draft to come visit. To schedule a 45-minute appointment, review quick tips, or request written feedback online, visit http://writingcenter.unc.edu.

Additional Resources

- Nancy Lovas is the UNC entrepreneurship information consultant/librarian. You can email or meet with her to talk about your course assignments, entrepreneurship ideas, resources for finding information, and more. Make an appointment by following this link or contact Nancy via email nancy64@email.unc.edu.
- Online resources where you can learn more about entrepreneurship: AngelList, CrunchBase, CB Insights, Kauffman Foundation (you may subscribe to their newsletters/mailing lists).
- You may also want to check out these business publications: Entrepreneur, Inc. Harvard Business Review (Entrepreneurship).
- A list of tools for building your own venture: The Startup Foundry.