

MANAGEMENT- MGNT 3603-01
Spring 2020
MW 2:00 PM-3:15 PM – Miller Hall #1308

Instructor: Mr. Richard Sigman Office Hours: MW 9:15-11am, 1:15pm- 2pm
Telephone: (678) 839-4827 Office: RCOB 2208A
Email: rsigman@westga.edu

Required Text Don't Buy the Book Yet

Value Proposition Design: How to Create Products and Services Customers Want (Strategyzer)
Alexandar Osterwalder, Yveues Pigneur, Gregory Bernarda
ISBN-10: 1118968050
ISBN-13: 978-1118968055

Course Description

This course consists of a study of the principles of entrepreneurship and the real world application of those principals. The course will use case studies and a real life marketing strategy project to help students understand the challenges and rewards of business ownership.

Learning Objectives Related to Learning Goals

1. Students will identify elements of the search process in the context of entrepreneurial opportunities (BBA 6).
2. Students will define and describe the process of creating new products and services (BBA 6).
3. Students will analyze and evaluate innovations (BBA 4).
4. Students will demonstrate an ability to create business models that match creative innovation with local, regional, or global demands (BBA 5).

CREDIT HOUR POLICY

The University of West Georgia grants one semester hour of credit for work equivalent to a minimum of one hour (50 minutes) of in-class or other direct faculty instruction AND two hours of student work outside of class per week for approximately fifteen weeks. For each course, the course syllabus will document the amount of in-class (or other direct faculty instruction) and out-of-class work required to earn the credit hour(s) assigned to the course. Out-of-class work will include all forms of credit-bearing activity, including but not limited to assignments, readings, observations, and musical practice. Where available, the university grants academic credit for students who verify via competency-based testing, that they have accomplished the learning outcomes associated with a course that would normally meet the requirements outlined above (e.g. AP credit, CLEP, and departmental exams).

Student Rights and Responsibilities

Please carefully review the information at the following link: [Student Rights and Responsibilities](#)

The document at this link contains important information pertaining to your rights and responsibilities in this class. Because these statements are updated as federal, state, university, and accreditation standards change, you should review the information each semester.

ACADEMIC SUPPORT

Accessibility Services: Students with a documented disability may work with UWG Accessibility Services to receive essential services specific to their disability. All entitlements to accommodations are based on documentation and USG Board of Regents standards. If a student needs course adaptations or accommodations because of a disability or chronic illness, or if he/she needs to make special arrangements in case the building must be evacuated, the student should notify his/her instructor in writing and provide a copy of his/her Student Accommodations Report (SAR), which is available only from Accessibility Services. Faculty cannot offer accommodations without timely receipt of the SAR; further, no retroactive accommodations will be given. For more information, please contact [Accessibility Services](#).

Center for Academic Success: The [Center for Academic Success](#) provides services, programs, and opportunities to help all undergraduate students succeed academically. For more information, contact them: 678-839-6280 or cas@westga.edu

University Writing Center: The [University Writing Center](#) assists students with all areas of the writing process. For more information, contact them: 678-839-6513 or writing@westga.edu

ONLINE COURSES

UWG takes students' privacy concerns seriously: technology-enhanced and partially and fully online courses use sites and entities beyond UWG and students have the right to know the privacy policies of these entities. For more information on privacy and accessibility for the most commonly used sites, as well as technology requirements visit the [UWG Online](#) site.

Students enrolled in online courses can find answers to many of their questions in the [Online/Off-Campus Student Guide](#).

If a student is experiencing distress and needs help, please see the resources available at the [UWG Cares](#) site. [Online counseling](#) is also available for online students.

HONOR CODE

At the University of West Georgia, we believe that academic and personal integrity are based upon honesty, trust, fairness, respect, and responsibility. Students at West Georgia assume responsibility for upholding the honor code. West Georgia students pledge to refrain from engaging in acts that do not maintain academic and personal integrity. These include, but are not limited to, plagiarism, cheating, fabrication, aid of academic dishonesty, lying, bribery or threats, and stealing.

The University of West Georgia maintains and monitors a confidential Academic Dishonesty Tracking System. This database collects and reports patterns of repeated student violations across all the Colleges, the Ingram Library, and the School of Nursing. Each incidence of academic dishonesty is subject to review and consideration by the instructor, and is subject to a range of academic penalties including, but not limited to, failing the assignment and/or failing the course. Student conduct sanctions range from verbal warning to suspension or expulsion depending on the magnitude of the offense and/or number of offenses. The incident becomes part of the student's conduct record at UWG.

Additionally, the student is responsible for safeguarding his/her computer account. The student's account and network connection are for his/her individual use. A computer account is to be used only by the person to whom it has been issued. The student is responsible for all actions originating through his/her account or network connection. Students must not impersonate others, misrepresent, or conceal their identities in electronic messages and actions. For more information on the University of West Georgia Honor Code, please see the [Student Handbook](#).

UWG EMAIL POLICY

University of West Georgia students are provided a MyUWG e-mail account. The University considers this account to be an official means of communication between the University and the student. The purpose of the official use of the student e-mail account is to provide an effective means of communicating important university related information to UWG students in a timely manner. It is the student's responsibility to check his or her email.

HB 280 (Campus Carry)

UWG follows [University System of Georgia \(USG\) guidance](#):

You may also visit our website for help with [USG Guidance](#):

Requests for Modifications

Any students requiring modifications should make an appointment to meet with the instructor as soon as possible. An official letter from UWG documenting the disability is required in order to receive accommodations. Disability Services can be accessed at: [Accessibility Services](#)

CourseDen

Announcements and changes in the schedule will be made through CourseDen. Copies of the syllabus, PowerPoint slides and other materials will be available on [CourseDen](#).

Attendance

You are expected to prepare for, attend, and actively participate in class. Attendance will be taken in each class. You are allowed 2 lecture absences. Your attendance grade will be penalized for each additional absence. Each missed lecture, beyond 2, will lower your attendance grade by 1% of your total course grade up to 5%. You must have a legitimate reason for missing an exam (death in the family, serious illness, etc.). If you are going to miss an exam, you must contact me **prior** to the test otherwise you will receive a zero for the exam. **With prior approval, missed exams can be made up on the date of the final exam.** The classroom door will be locked at the beginning of class. If you are late, you **will not** be permitted to enter the classroom and will be counted absent for the day.

Technology

The use of technology (i.e. laptops) in the classroom will be permitted as long as these devices are used for classroom related activities and do not distract from the lecture or class discussion. If at any point the use of these devices becomes problematic to the class, all such devices will be banned for the remainder of the semester. **Cell phones should always be turned off or on silent and NEVER used during class.**

Evaluation of Course Objectives

- Exams 60%
- Project 35%
- Attendance 5%

You will have a total of THREE exams in this course. The comprehensive final exam is optional and can be used to replace your lowest exam grade. The exam format could be multiple choice, short answer, true/false or discussion. The exams are worth 60% of your total grade.

Class Participation

You will be expected to participate in all class participation activities. Activities could be group assignments, case studies, etc. The activities are used to help in your understanding of various topics covered during the class.

You may also have the opportunity to earn extra points towards exams on some of the activities. In addition, questions from any of the class participation activities could be on any of the exams.

Extra Credit and Extra Points

No one student will be given extra credit opportunities or extra points at the beginning, middle or end of the course. The instructor reserves the right to give the entire class an extra credit opportunity at his discretion. There are **NO** exceptions.

Grading Scale

A: 90-100
B: 80-89
C: 70-79
D: 60-69
F: <60

The Syllabus

The instructor can change the syllabus as needed during the semester.

Important Links

- [CourseDen \(D2L\) Home Page](#)
- [CourseDen Help & Troubleshooting](#)
- [Ingram Library Services](#)
- [University Bookstore](#)
- [Accessibility Services](#)

Tentative Schedule

Date	Topic	Assignment
January 6	Introduction	Review Syllabus
January 8	What is a Creative Start-up	
January 13	Concept design and branding	Guest: Rett Harmon
January 15	Search Process & Identifying Opportunities	
January 20	MLK Jr. Holiday	No Class
January 22	Restaurant operations/ Inventory control	Guest: Chad Houck
January 27	Menu design/ portioning/ food costs	Guest: Casey Smith
January 29	Exam Review	Study for Exam
February 3	Exam 1	
February 5	What is a Business Model or Business Canvas	
February 10	Value Proposition Design	
February 12	Location and facility selection	Guest: Rett Harmon
February 17	Legal structure, contracts, taxes	
February 19	Restaurant Financial Management	
February 24	Employees	
February 26	Marketing/Social Media	
March 2	Merchandising	
March 4	Guest Speaker- Franchising	
March 9	Exam Review	Study For Exam
March 11	Exam 2	
March 16	Spring Break	No Class
March 18	Spring Break	No Class
March 23	Funding your business	
March 25	Guest Speaker- Banking	Guest: Brian Hill
March 30	Working with the local community	Guest: Donna Lackey
April 1	Retail Financial Management	
April 6	Manufacturing Financial Management	
April 8	Project Q&A	
April 13	Exam Review	Study For Exam
April 15	Exam 3	
April 20	Presentations	
April 22	Presentations	
April 27	Final Exam Review	
May 4 2pm-4pm	Optional Comprehensive Final Exam	