

**MANAGEMENT- MGNT 3618-01D**  
**Spring 2017**  
**MW 2:00 PM-3:15 PM – Miller Hall #2201**

Instructor: Mr. Richard Sigman                      Office Hours: M 9:15-11am, 3:15- 4:45pm, W 9:15- 11am  
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Required Text:

Longenecker, Petty, Palich, Hoy. Small Business Management 18e. Cengage Learning.

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.

This is a partially online course in which 50% of the course will be completed online. Students are required to come to campus during the semester for exams. Students are required to use CourseDen (D2L) throughout the semester to support faculty-to-student and student-to-student interaction, including but not limited to discussion boards, announcements, email, submitting assignments, etc.

The following are minimum requirements for completing this course successfully. You must meet these minimum requirements to participate in the class.

- Must have access to a personal computer (PC or MAC)
- High-speed internet service (DSL, Cable, etc.) is strongly recommended. If high-speed internet is not available in your area, contact the instructor immediately. Completion of the course requirements will be very difficult and cumbersome without high-speed service.
- Software requirements: Microsoft Office 2007 or higher (available for free through UWG ITS) and Adobe Acrobat Reader.

Learning Objectives Related to Learning Goals:

1. Students will demonstrate an in-depth understanding of new ventures and how they originate. (BBA 4)
2. Students will demonstrate an in-depth understanding of how the integration of a number of different disciplines, (including marketing, economics, finance, accounting, law, leadership, ethics, and human resource management) form the foundation of a business. (BBA 4)
3. Students will research and evaluate new business opportunities. (BBA 1, MGT 2)

Credit Hour Policy (3 credit hours)

For approximately fifteen weeks, students in this class will generally spend 150 minutes with direct faculty instruction (either face-to-face or online) and work about 360 minutes outside of the classroom each week. This out-of-class work may include, but is not limited to, readings, assignments, projects, group work, research, and test preparation.

Student Rights and Responsibilities

Please carefully review the information at the following link:

[http://www.westga.edu/assetsDept/vpaa/Common\\_Language\\_for\\_Course\\_Syllabi.pdf](http://www.westga.edu/assetsDept/vpaa/Common_Language_for_Course_Syllabi.pdf)

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 Dishonesty:

Academic dishonesty in any form will not be tolerated. Academic dishonesty includes cheating, collaboration, plagiarizing, etc. Any instances of academic dishonesty will be dealt with in accordance with University policies, which may include failing the assignment, failing grade in the course and/or referral to the Vice President for Student Affairs (<http://www.westga.edu/undergrad/1762.htm>).

### 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: <http://www.westga.edu/accessibility> .

### 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. CourseDen is accessible at <http://westga.view.usg.edu>

### Attendance:

Because this course has online activity, you are expected to prepare for this course by reviewing each chapter and completing all quizzes and assignments. You are **REQUIRED** to come to class on Mondays, Wednesday January 11, 2017 and Wednesday April 26, 2017. Attendance will be taken at the beginning of each class period. You are allowed 2 missed lectures with no penalty except for final presentations on April 24 & 26, 2017. Each missed lecture beyond those 2 will reduce your Attendance Grade by 1% of your class average to a total of 5%. Students enrolled in this course are expected to be active learners and participants.

### 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	70%
Marketing Strategy Project	15%
Attendance	5%
Entrepreneur Interview	5%
Online Quizzes	5%

You will have a total of **FOUR** 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 **70%** of your total grade.

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 and 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 - <https://westga.view.usg.edu>
- CourseDen Help & Troubleshooting - <http://uwgonline.westga.edu/students.php>
- Textbook Website - <http://www.cengagebrain.com/shop/isbn/9781285867502>
- Ingram Library Services - <http://www.westga.edu/library/index.php>
- University Bookstore - <http://www.bookstore.westga.edu/>
- Accessibility Services - <http://www.westga.edu/accessibility>

Additional resources and links are available in the UWG/Online CourseDen (D2L) resources and widget on your course homepage.

## Tentative Schedule

Date	Topic	Assignment
January 9	Introduction,	Review Syllabus
January 11	True Colors, Team Selection	Try True Colors
January 16	MLK Jr. Holiday	No Class
January 18	Read Chapters 1 & 2	Take Online Quizzes by midnight
January 23	Lecture	
January 25	Read Chapters 3 & 4	Take Online Quizzes by midnight
January 30	Lecture	
February 1	Exam Review/ Team Day	
February 6	<b>Exam 1- Chapters 1-4</b>	
February 8	Read Chapters 5 & 6	Take Online Quizzes by midnight
February 13	Guest Speaker/ Lecture	
February 15	Chapters 7 & 8	Take Online Quizzes by midnight
February 20	Lecture	
February 22	Exam Review/ Team Day	<b>Study For Exam</b>
February 27	<b>Exam 2 – Chapters 5-8</b>	
March 1	Chapters 9 & 10	Take Online Quizzes by midnight
March 6	Lecture	
March 8	Chapters 11, 12, 13	Take Online Quizzes by midnight
March 13	Lecture	
March 15	Exam Review	<b>Study For Exam</b>
March 20	Spring Break	No Class
March 22	Spring Break	No Class
March 27	<b>Exam 3- Chapters 9-13</b>	
March 29	Chapters 15 & 19	Take online Quizzes by midnight
April 3	Lecture	
April 5	Chapters 20 & 21	Take online Quizzes by midnight
April 10	Lecture	
April 12	Exam Review/Team Day	<b>Study For Exam</b>
April 17	<b>Exam 4- Chapters 19-23</b>	
April 19	Team Day	
April 24	<b>Team Presentations</b>	
April 26	<b>Team Presentations</b>	
May 1	Optional Final Exam Review Day	
<b>Date/Time TBD</b>	<b>Optional Comprehensive Final Exam</b>	

\*Mondays days are required IN CLASS DAYS except holidays.

\* Wednesday- Jan 11, 2017 and April 26, 2017 are required in class days.