

MANAGEMENT- MGNT 3635-01
Fall 2016
MW 2:00 PM-3:15 PM – Miller Hall #2214

Instructor: Mr. Richard Sigman Office Hours: M/W 9:15-11:00 AM, 12:15-2:00 PM, 4:45-6:15PM
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Required Text:

Georgia SBDC Network: “How to Start a Business, A guide for Georgia Entrepreneurs”

- Books are sold at the UWG SBDC office in Adamson 105. Their normal office hours are Monday-Friday 9 to 5.
- Books are \$30 each, cash or check. The SBDC cannot take credit or debit cards.

Prerequisites

MGNT 3600 and MKTG 3803 (MGNT 3618 is preferred by the instructor, but not required)

Course Description:

This course is project based and will focus on the application of entrepreneurship skills, business strategy, and business planning. The course will be heavily team focused and aims to provide a real world experience in new venture creation and management. You will be consulting with local non-profit businesses to create **real** business plans for their businesses.

Learning Objectives Related to Learning Goals:

1. Application of theory to business start-ups. (BBA 4)
2. Application of marketing, management, accounting, and financial knowledge to venture creation. (BBA 4, BBA 6, MGT 2)
3. Learn and apply new knowledge in data collection and analysis. (BBA 2)
4. Application of strategies and operational planning techniques to a business venture. (BBA 6, MGT 2)
5. Production of a presentation quality business plan for a new venture. (BBA 1)

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

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:

You are expected to prepare for, attend, and actively participate in class. Although attendance will not be recorded on a regular basis, you must attend in order to participate. 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.**

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%
Elevator Pitch Video- Teams	5%
Marketing Strategy- Teams	10%
Final Presentation- Teams	15%
Peer Evaluations for Projects	5%
Class Participation	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. Lecture Participation is worth **5%** of your total grade. These activities are **NOT** announced prior to class. You **MUST** be in attendance on that class day to participate. Every activity is worth 1 point with 5 activities as the minimum to reach the 5 points/ 5% goal.

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>

Tentative Schedule

Date	Topic	Assignment
10-Aug	Introduction, Team Selection	Review Syllabus
15-Aug	True Colors, Finalize Teams	Try True Colors
17-Aug	Entrepreneurship Ch. 1	
22-Aug	Preparing a Business Plan Ch. 4	
24-Aug	Speakers Ally Turpen and April Harris	
29-Aug	Marketing Feasibility Ch.2	Elevator Pitch Video Due by Midnight
31-Aug	Marketing Plan	
5-Sep	Labor Day-	No Class
7-Sep	Speakers Patrick Thompson and Frank Washington	
12-Sep	Social Media for Small Business	
14-Sep	Social Media for Small Business	
19-Sep	Exam Review/ Team Day	Study for Exam
21-Sep	Exam 1	
26-Sep	Financial Feasibility Ch. 3	
28-Sep	Financial Projections	Marketing Strategy Due by Midnight
3-Oct	Guest Speaker Todd Anduze, Projections help	
5-Oct	Funding Sources and Credit Scores	
10-Oct	Crowdfunding and Alternative Funding	
12-Oct	Speaker David DeSantis	Study for Exam
17-Oct	Exam Review/ Team Day	
19-Oct	Exam 2	
24-Oct	Legal and Risk Management Ch. 6	
26-Oct	Customer Service Ch. 8	
31-Oct	Financial Record Keeping Ch. 7	
2-Nov	The Management Team and Succession Planning	
7-Nov	Team Day Q&A	
9-Nov	Exam Review/ Team Day	Study For Exam
14-Nov	Exam 3	
16-Nov	Final Review/ Team Day	Business Plans Due by Midnight
21-Nov	Thanksgiving Break	No Class
23-Nov	Thanksgiving Break	No Class
28-Nov	Team Presentations	
30-Nov	Team Presentations	Peer Evaluations Due by Midnight
Date/Time TBD	Optional Comprehensive Final Exam	