

MANAGEMENT- MGNT 3635-01
Fall 2018
MW 2:00 PM-3:15 PM – Miller Hall #1308

Instructor: Mr. Richard Sigman Office Hours: MW 9:15-11am, 1:15pm- 2pm
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Required Text: None

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

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%
- Elevator Pitch Video 5%
- Marketing Strategy Project 10%
- Final Presentation 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 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
August 15	Introduction, Team Selection	Review Syllabus
August 20	True Colors, Finalize Teams	
August 22	Managing Growth	
August 27	Exit Strategies/ Generational Change	
August 29	Business Strategy	
September 3	Labor Day Holiday	No Class
September 5	Marketing Plan/ Marketing Strategy	
September 10	Social Media for Small Business	
September 12	Marketing Feasibility	
September 17	Guest Speaker	
September 19	Economic Cycles and Small Businesses	
September 24	Exam Review/ Team Day	Study for Exam
September 26	Exam 1	
October 1	Preparing a Business Plan	
October 3	Financial Feasibility/ Projections	
October 8	Pricing and Costing of Products	
October 10	Funding Sources and Credit Scores	
October 15	Crowdfunding and Alternative Funding	
October 17	Detecting and preventing Theft/ Fraud/ Shrinkage	
October 22	Exam Review/ Team Day	Study for Exam
October 24	Exam 2	
October 29	Franchises	
October 31	HR, Legal, and Risk Management	
November 5	The Management Team and Succession Planning	
November 7	Retail Merchandising	
November 12	3D Printing/ Prototyping	
November 14	Commercial Real Estate	
November 19	Thanksgiving Holiday	No Class
November 21	Thanksgiving Holiday	No Class
November 26	Exam 3	
November 28	Team Presentations	
December 3	Team Presentations	Peer Evaluations Due by 11:59pm
December 5	Final Review	
December 10 2:00-4:00pm	Optional Comprehensive Final Exam	